FEBRUARY 22, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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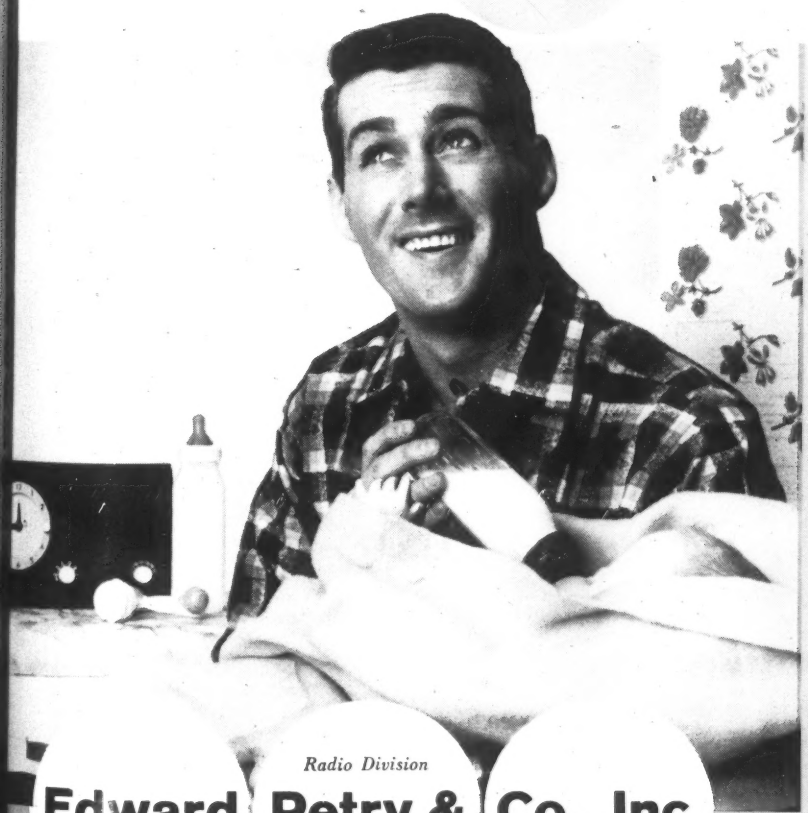
This is the spot for a commercial



He may be holding the baby, but radio is holding him! Radio-listening is the great American habit. Multiply all the hours spent at it every day and you'll know why Spot Radio pays off BIG for advertisers!

KOB	Albuquerque	KFAB	Omaha
WSB	Atlanta	WIP	Philadelphia
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WJAR	Providence
WFAA	Dallas—Ft. Worth	WRNL	Richmond
WKMH	Detroit	KCRA	Sacramento
KPRC	Houston	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KOBY	San Francisco
WISN	Milwaukee	KMA	Shenandoah
KSTP	Minneapolis—St. Paul	KREM	Spokane
WTAR	Norfolk	WGTO	Tampa—Orlando
		KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

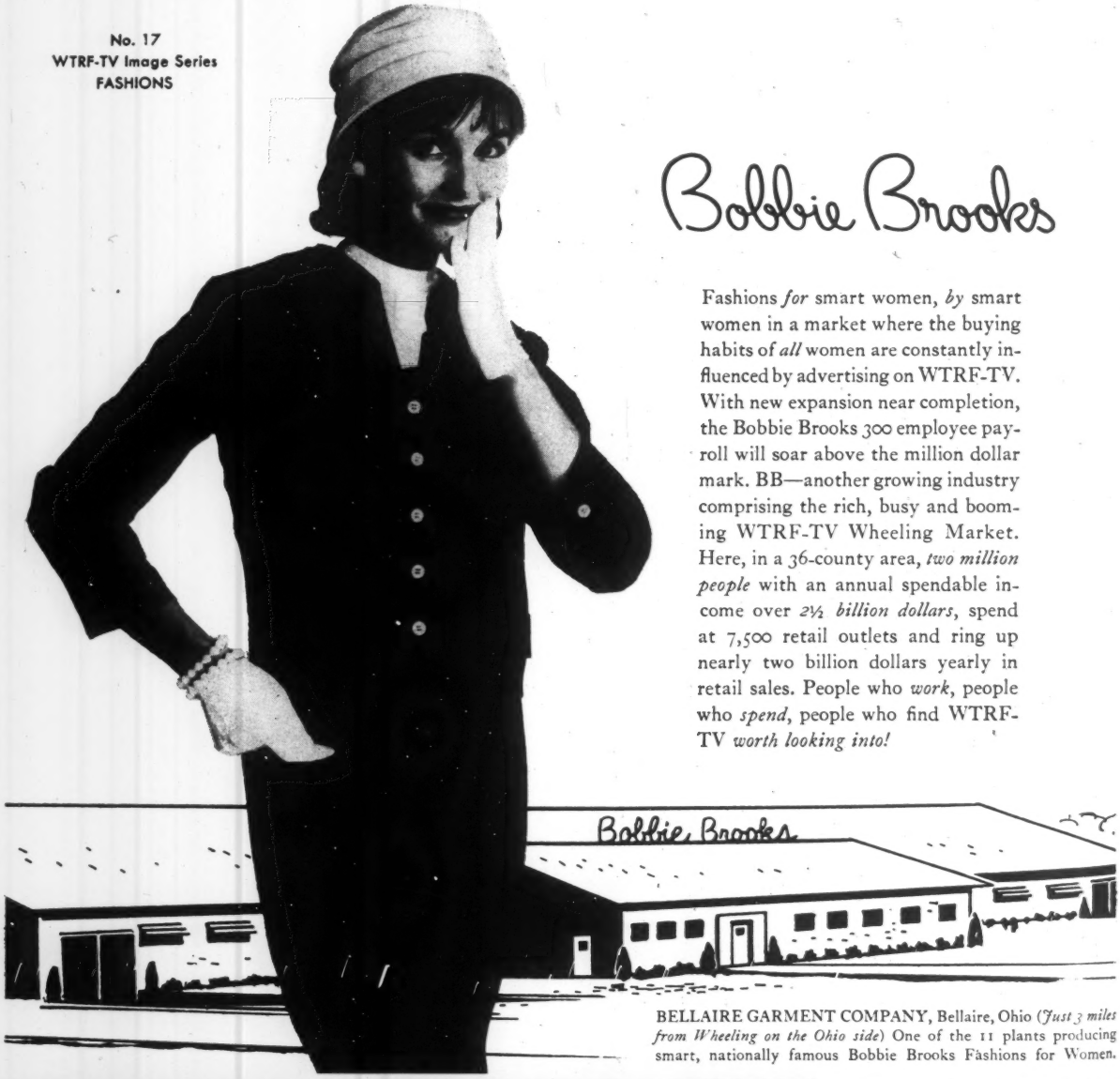
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley

No. 17
WTRF-TV Image Series
FASHIONS



Bobbie Brooks

Fashions *for* smart women, *by* smart women in a market where the buying habits of *all* women are constantly influenced by advertising on WTRF-TV. With new expansion near completion, the Bobbie Brooks 300 employee payroll will soar above the million dollar mark. BB—another growing industry comprising the rich, busy and booming WTRF-TV Wheeling Market. Here, in a 36-county area, *two million people* with an annual spendable income over *2½ billion dollars*, spend at 7,500 retail outlets and ring up nearly two billion dollars yearly in retail sales. People who *work*, people who *spend*, people who find WTRF-TV *worth looking into!*

BELLAIRE GARMENT COMPANY, Bellaire, Ohio (*Just 3 miles from Wheeling on the Ohio side*) One of the 11 plants producing smart, nationally famous Bobbie Brooks Fashions for Women.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf.tv

CHANNEL

A*L*P*

*Adult
*Level
*Programming
is the
Adult
Listener's
Preference
in the huge
Baltimore-
Maryland
Market!

WCBM

A CBS Radio Affiliate 10,000 Watts on 680 KC **Baltimore 13, Maryland**

Adult Level Programming means adult listening pleasure for the vast WCBM audience. WCBM offers an exciting montage of top CBS and local personalities and shows . . . programming that never dulls . . . programming that always pleases *adult* Baltimoreans. And Nielsen Adult Listenership Surveys constantly prove it! To reach the adults... the people with the buying power in the ever-growing Baltimore-Maryland market . . . schedule WCBM the radio station that features Adult Level Programming.

PETERS, GRIFFIN, WOODWARD, INC. *Exclusive National Representatives*

THE SEAL OF GOOD BUSINESS

The mighty metropolitan areas of Dallas and Fort Worth meet at the tower of KRLD-TV, the center of circulation for more than 675,000 TV Homes in Texas and Oklahoma. Buy the recognized net weekly circulation leader, KRLD-TV, 12th largest in the nation . . . largest in the entire South!

Ask your Branham man.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Foreign entanglement • Is FCC considering new policy to discourage ownership by U.S. broadcasters of interests in foreign stations? Question arises from letter sent to RKO General relating to its agreement with NBC for tax-free swap of Boston-Philadelphia properties and $11.5 million purchase of WRC-AM-FM-TV Washington (BROADCASTING, Feb. 15). Broadcast Bureau inquired about RKO General's ownership of 89% of CKLW-AM-TV Windsor (Ont.)-Detroit, presumably in light of multiple ownership limitation, since RKO now has four vhf stations in U.S. and acquisition of WRC-TV would give it limit of five without Canadian outlet. Incidentally, RKO-NBC deal, including latter's acquisition of ch. 2 KTVU San Francisco for about $7.5 million is proceeding according to schedule.

Letter, which hasn't hit public record, originated in Broadcast Bureau and was not sent by order of FCC itself. This is believed first time foreign ownership question has been raised, either in tv or in radio. All three tv networks either hold ownership interests in, or have working arrangements with, foreign stations, notably in Latin America—and each network has its five vhf station quota. Several other multiple owners (Bartell and McCaw) hold Latin-American interests, and at least one motion picture producer (Paramount) holds Canadian interests through subsidiary. U.S. policy always has been to encourage investments abroad, particularly in Pan-American nations.

Going to press • Television broadcasters and advertisers may take some comfort in word that Federal Trade Commission will broaden its investigations to give other media as much attention as it has been giving tv. FTC is working up plan for massive and continuing study of advertising in 50-60 newspapers around country. Until now FTC has confined newspaper studies to isolated cases turned up by its investigators or by outside complaints.

Hollywood embrace • Paramount Pictures is scouting possibility of working arrangement with Talent Assoc., New York production outfit that Dave Susskind and Al Levy head. If Paramount makes deal, it will succeed where other Hollywood interests have failed. From time to time MGM, Columbia Pictures (through its tv subsidiary, Screen Gems) and 20th Century Fox have made passes at Talent Assoc.

Sighs of relief • Federal Trade Commission payola investigators say most record manufacturers and distributors gladly tell all when queried, appear happy to see end of under-the-counter payoffs practice—not necessarily from ethical viewpoint but definitely from business approach. Most say they are glad to see end of "rat race."

Girl guide • As evidence that network intends to exert closer editorial control over *The Jack Paar Show*, NBC-TV posted employe (a woman) in client's booth at each night's taping last week. She was instructed to make immediate report if material seemed questionable. It's not known whether system will be continued after Mr. Paar's return to show March 7 (story page 60).

Story board • FCC's action on extraordinary hearings to ascertain degree of its authority over programming may first be taken in promulgation of revised license renewal form which was in controversy long before eruption of House Oversight Committee and aftershocks. Signs point to dropping of typical week breakdown of programming and percentages devoted to specified categories. Instead, it looks as though FCC majority will favor "narrative" presentation by station management on community needs and what each station has done programming-wise to fulfill them.

Testimony of NAB and of network witnesses at hearing (which ran from Dec. 7 to Feb. 1), majority will argue, justifies renewal revision at least to this extent. But this testimony was to some degree offset by witnesses opposing any requirements on censorship grounds. Commissioners favoring narrative form contend it will force ownership-management to assert authority over stations that many have been neglecting. FCC staff investigators, making field surveys in connection with payola, have been taking side-glances into absentee ownership-management situations, to learn how much time owners have spent at stations and in taking active interest in community needs. It may be several weeks before FCC will be in position to act.

If you can't lick 'em . . . • Community antenna operators are moving into tv broadcast field. Latest is Bill Daniels, owner of several catv systems, who has filed for ch. 12 Lamar, Colo., and ch. 3 Gallup, N.M. Earlier Jerrold Electronics filed for ch. 9 Flagstaff, Ariz. There have always been sprinkling of broadcasters in catv ranks: Among others, National Community Television Assn. President A. J. Malin owns WWNH Rochester, N.H., and former NCTA President Martin F. Malarkey owns WRTA Altoona, Pa.

Second call • FCC has written letters to 300 derelict licensees who haven't answered two-part payola questionnaire that Commission sent to all 5,200 licensees. Commission has made no decision as to how long the 300 will be given to answer or what steps will be taken if second letter is ignored. To help FCC in deciding future course, Broadcast Bureau Chief Harold G. Cowgill has compiled comprehensive 63-page legislative history of Sec. 317 of Communications Act. This is provision which requires sponsor identification. [Federal Communications Bar Assn. special committee has also written 28-page report on legislative history of same subject.]

Ford's chiller • Ford Motor Co. has purchased half-hour *Alfred Hitchcock Presents* which is moving from CBS-TV to NBC-TV next fall. Program will be sponsored by Ford's Lincoln-Mercury Div. through Kenyon & Eckhardt. Still in doubt are Ford's other tv schedules, including *Startime* now on NBC-TV Tuesdays, 8:30-9:30 p.m. Company traditionally lines up oncoming season's plans in April.

Home at last • *Predictions*, "unfixable" quiz being underwritten by Richard Hudnut cosmetics, looks likely for spring debut on ABC-TV. Quiz was announced in January by Hudnut President George Abrams, who noted that it had been reviewed and pronounced unriggable by ex-oversight committee counsel Richard Goodwin. Actually, idea for General Artists Corp. package predates fall quiz scandal, but timing of announcement apparently made network negotiations delicate. Show revolves around current events guessing game with big-money prizes for both studio and home audiences (see BROADCASTING, Jan. 25, page 50).

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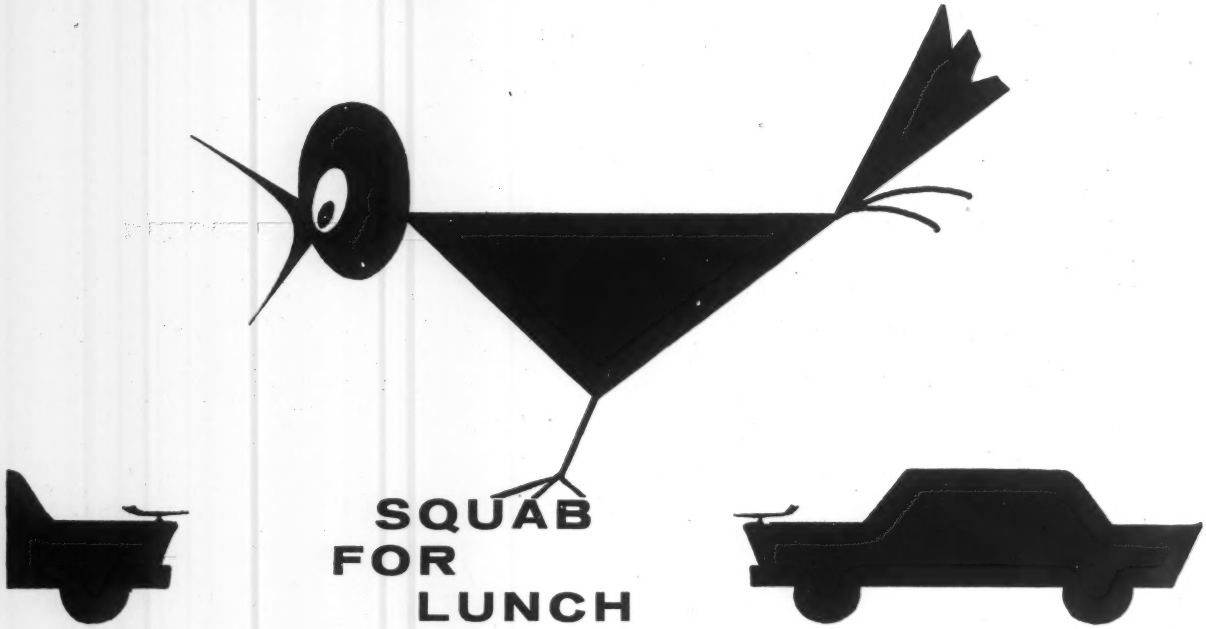

SQUAB FOR LUNCH

The distance from WMAL-TV, Washington, D. C., and its affiliated station, WSVA-TV, Harrisonburg, Virginia, is about 120 miles if you ignore the ups and downs of a mountain range you'd have to drive over en route to the rich* Shenandoah Valley. Assume that Ham Shea sets out by auto from WSVA-TV for WMAL-TV the same instant that Fred Houwink and an H-R Television rep. head for WSVA-TV by car. (Their staff work is really much better than that, but we like to personalize these things.) Suppose each travels at a constant 40 miles per hour. Just as Fred pulls away from WMAL-TV a pigeon takes off from his car's radiator, and flies directly at Ham's car, going 150 miles per hour. (This was a *fast* pigeon.) Once the pigeon reaches its destination, it turns around and heads for Fred's car without loss of speed. It does this repeatedly until the two cars meet.

(1) How far did the pigeon travel?
(2) Who picked up the luncheon check?

(Fly right in the Washington, D. C.—Harrisonburg, Va. markets at attractive combination rates: Buy WMAL-TV and *WSVA-TV. Send us your solution to the pigeon problem; win a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., New York.)*

**Plug.*

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

WEEK IN BRIEF

MR. FITZGERALD

Notes on the bringing up of timebuyers • Station representatives play an important role in helping agencies train their fledgling timebuyers, according to Chicago's dean of timebuyers, Edward R. Fitzgerald, broadcast media manager of J. Walter Thompson Co. there. Timebuyers have to start somewhere, he says, and the helpful station representative can save the new buyer many embarrassing moments by anticipating and answering the basic questions before they are asked. His observations are in this week's MONDAY MEMO. Page **16.**

Standard bearers • Even before there was a "tv crisis," the industry was turning away sub-standard advertisers and advertising. Most of the decisions are in the hands of three people who clear not only what appears on the tv networks but most of national spot advertising as well. BROADCASTING reports on the network continuity departments; what they do, what they turn away, what their problems are. Page **21.**

Self-policing won't clean up ads • Not in the view of Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding. He calls for swift, strong action by the Better Business Bureaus, FTC and FCC to curb false advertising in tv and other media. Page **24.**

Gambles' tv gambol • Places marketing strategy and more than $250,000 on a regional tv special in a "network" hookup created by BBDO for Gamble-Skogmo. A how-it-was-done report. Page **28.**

FTC plans • Law on deceptive tv ads to be determined through litigation. Page **34.**

'Doubleteaming' payola • FTC and FCC to exchange any information gained on payola. That would include data from questionnaires sent stations last December. Page **36.**

Payola & financial deals • Disc jockey "tells all" about payola, record men bare financial maneuvers and station-distributor record promotion examined by Oversighters for past week. Page **40.**

Reappointed • President sends name of Comr. Robert E. Lee to Senate for second full seven-year term on FCC. Page **48.**

New network high in '59 • Gross time billing went over the $627.3 million mark, a gain of 10.7%; ABC-TV alone went up 22% and CBS-TV with $266.3 million was the top billing tv network. Page **54.**

State roundup • Forty-five state associations represented in NAB's advance registration for Feb. 24-25 conference of state association presidents, to be held at Shoreham Hotel, Washington. Page **58.**

Summer rates • WTOP-TV Washington announces new rates. They're higher in winter, lower in summer. Page **62.**

SAG-AFTRA • Their labor counsel recommends a merger. Page **65.**

Foreign fantasy? • CBS Films' Baruch warns that profits are not so plush in overseas sales of U.S. tv product as one would be led to believe. Page **66.**

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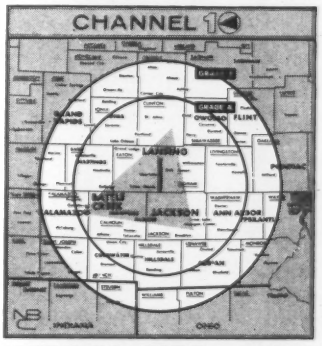
ONE SHOT TAKES ALL THREE

Tap all three barrel-size markets in Central Michigan — Grade A coverage of an area ranking 11th* in retail sales, 26th** in TV households. Let Venard, Rintoul & McConnell, Inc. roll out the facts.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV
CHANNEL 10
LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S
GOLDEN TRIANGLE
Associated with WILS — Lansing / WPON — Pontiac

food for thought...

Just as your appetite is whetted by seeing this food, so are your customer's *buying appetites* whetted by what you tell them on Meredith family stations. To sell your product or service to the influential, big-spending "family board of directors", use your *local* Meredith Station — "one of the family" in the vast area it serves.

Meredith family Stations

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. —Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With
BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 21

Harris, d.j. Clayton lock horns at probe

House Legislative Oversight Subcommittee Chairman Oren Harris (D-Ark.) and WHDH-AM-TV Boston disc jockey Bob Clayton emerged at loggerheads Friday during latter's testimony on whether "so-called hit tunes and questionable" tunes—as Rep. Harris described them—on radio can be stopped by disc jockeys themselves.

Rep. Harris contended disc jockeys could stop playing such records. But Mr. Clayton flatly contradicted this, saying public makes ultimate choice and broadcaster who doesn't compete with other stations for what people like finds himself running "charity" operation.

Rep. Harris also hinted disc jockeys should publicly acknowledge existence of payola (presumably on their programs) instead of making "slurring remarks" about subcommittee's investigations. He said it would take only "30 seconds."

Mr. Clayton denied he had anything to do with causing record artists appearing on his shows to sign statements saying they had received payment when they had not. WHDH doesn't have talent budget, he said, and record companies, etc., are responsible for paying AFTRA scale for appearances on WHDH-AM-TV shows.

'Never Took Payola' • Mr. Clayton also denied he ever received payola, but admitted accepting total of $400 as Christmas gifts and color tv set from record distributors or makers. He also hotly denied he had ever required exclusive use of new record releases in Boston area as condition to playing records.

Mr. Clayton defended last year's Miami disc jockey convention, saying seminars were serious in tone and he returned to Boston with six-inch stack of profitable notes. He said WHDH-TV began making payments for artists' appearances last Nov. 28, after station-union dispute in which AFTRA threatened to brand his show as "unfair."

He said nobody has tried to give payola to him since one tried it in 1956 and he reported it to WHDH Manager William McGrath, who returned check.

WILD Boston disc jockey Joe Smith acknowledged taking several hundred dollars from manufacturers and distributors, but said he never committed himself or favored records of givers in return, though he felt payments were made in "appreciation" to him for airing.

He also acknowledged receiving 4¢ or 5¢ royalty from Dale Records for sales in Boston area. Bandleader Sammy Kaye is one of Dale owners. He said he also accepted 2¢ royalty for Boston area sales from Coed Records, including one tune on which ABC-TV star Dick Clark held copyright.

Complaints • Irving Lewis, New York AFTRA local official, said he received 15-20 complaints in 1959 from artists that they weren't paid for appearing on Mr. Clayton's WHDH show, but all kept names anonymous for fear of reprisal. One artist did identify himself and was paid by Coral Records through Boston's Mutual Distributors, he said.

Irving Goldstein, general manager, Mutual Distributors, Boston, discussed transactions with WMEX Boston on latter's "golden platter" promotion (story page 40) and payments to disc jockeys.

In morning session, Donald DuMont, DuMont Record Distributing Corp., Boston, acknowledged few payments to disc jockeys not disclosed previously to subcommittee. He denied conspiring with d.j.s and others to fabricate non-payola reasons for having made payments.

He said DuMont paid (from petty cash) four recording artists to appear on WHDH-TV Boston and denied charge he had withheld payments and got artists to sign receipts showing they were paid $40 union scale. He admitted signing blank receipts for his promotion man's use and later admitted to "doubts" whether money was paid.

Kintner named

President Eisenhower Friday (Feb. 19) recommended reappointment of Federal Trade Commissioner Earl W. Kintner as member of FTC. Appointment, subject to Senate confirmation, is for full seven-year term. Mr. Kintner is now serving unexpired term of former FTC Comr. John W. Gwynne which expires in September. Mr. Kintner, Princeton, Ind., Republican, is career FTC employe; he joined trade commission in 1948 as trial attorney, was appointed general counsel in 1953 and as commissioner and chairman last June.

Freedoms Foundation awards in radio-tv

Walt Disney Productions and WRCV-TV Philadelphia, sharing with First Presbyterian Church, Germantown, Pa., won top Freedoms Foundation Awards in presentation today (Feb. 22) at Valley Forge, Pa. Disney's award topped general broadcast category and was for three ABC-TV *Disneyland* programs, "The Boston Tea Party," "The Shot Heard Around the World" and "The Swamp Fox." WRCV-TV-First Presbyterian award was in spiritual values category for "Land Where Our Fathers Died" episode of *Hope for the World* series.

Also in "spiritual values" category: Philadelphia Board of Education and WFIL Philadelphia for "High Road to Freedom" from **Miracle of America** series; KMOX St. Louis, series on **What Is An American?**; National Council of Catholic Men with NBC Radio for five-part series **Report on American Culture**; U.S. Air Force Reserve with CBS Radio for **Sounds of Freedom** series; WBBM Chicago, **This Is Folk Song**, weekly; WCAU Philadelphia, **I Chose America**, daily; WHEC Rochester, N.Y., "Pursuit of Liberty" from series **Our Freedom Under Law**, and WLOA Braddock, Pa., **The House You Live In**, Thanksgiving Day show.

Others in general broadcast category: WNEW New York for **Open Letter to Nikita Khrushchev** series; ABC-TV's one-hour public service show, **The Splendid American**; Coca-Cola's **America Pauses** series on NBC-TV and CBS-TV; CBS-TV's **Playhouse 90** production "The Blue Men"; Ford Motor Co. for commercial "A Message for Americans" during CBS-TV's **Leonard Bernstein in Moscow** program; WCAU-TV Philadelphia, **Caucus**, weekly half-hour, and WQED (TV) Pittsburgh for **Naturalization Ceremony**.

Winners in general Americana category: WBZ-TV Boston, **Lamp of Knowledge**, year-long series; WZIP Cincinnati for public appeal for better understanding of America's "space men, their families and the space they conquer"; WRCV Philadelphia, "Freedom Flight" contest; WOWO Fort Wayne, annual "Heritage Awards" presented to high school students; Lincoln National Life Insurance Co., **Meet Mr. Lincoln** on NBC-TV; NBC-TV, **Life in the Thirties** special; National Council of Catholic Men, **Freedom and the American Catholic** (NBC-TV); National Council of the Episcopal Church for **The Search**, radio series on independent stations, and Prudential Insurance Co., "The Red Sell" series on CBS-TV's **Twentieth Century**.

Winner of "Alexander Hamilton" economic education award: KDKA-TV Pittsburgh, in cooperation with Pittsburgh Jr. Chamber of Commerce, for three-program series.

Build or quit, 54 uhf permittees are told

Uhf permittees who have not started building their stations were told by FCC Friday (Feb. 19) to get busy forthwith or have their construction permits revoked and call letters deleted. In letter to 54 such uhf stations which have applied for extension of time to build, Commission stated:

"It appears that delay in construction has been due . . . to your voluntary decision to postpone construction be-

AT DEADLINE CONTINUED

cause of your belief that the proposed station could not succeed financially under present economic conditions. On this basis, the Commission is unable to find that you have been diligent in proceeding with the construction. . . . Therefore, the Commission has concluded that a grant of your application would not be warranted."

Permittees were ordered to reply within 30 days. Failure to answer, FCC warned, will result in immediate dismissal of pending applications, cancellation of permit and deletion of call letters.

Since decision not to build stations in most cases is voluntary, Commission said, most that permittees who want to retain grant can expect is oral argument before FCC *en banc*. If there are other facts, stations so showing will be given full evidentiary hearing, FCC stated.

This is first official action—and by far most forceful—FCC has taken against uhf permittees since ultimatum in 1956 ordering 83 stations to explain why they were making no effort to go on air (BROADCASTING, Nov. 26, 1956). At that time, stations replied responsibility was Commission's to provide formula for successful uhf operation in competition with vhf (BROADCASTING, Feb. 25, 1957). Some 10 stations were deleted at that time.

Permittees receiving latest FCC letter (with call and uhf channel number):

Birmingham Tv Corp., WBMG (ch. 42) Birmingham, Ala.; Sherrill C. Corwin, KMYR (34) Los Angeles; O'Neill Bcstg. Co., KTRB-TV (14) Modesto, Calif.; Sherrill C. Corwin, KFMX-TV (27) San Diego, Calif.; Bay Television, KBAY-TV (20) San Francisco; Conn. Radio Foundation, WELI-TV (59) New Haven, Conn.; Thames Bcstg. Corp., WNLC-TV (26) New London, Conn.; Stamford-Norwalk Tv Corp., WSTF (27) Stamford, Conn.; Gene T. Dyer, WTVI (19) Fort Pierce, Fla.; Orange Country Bcstrs., WEAL-TV (18) Orlando, Fla.; Westinghouse Bcstg. Co., WIND-TV (20) Chicago; WHFC Inc., WHFC-TV (26) Chicago; WOPA Inc., WOPT (44) Chicago; Northwestern Tv Bcstg. Corp., WTLE (32) Evanston, Ill.

CKG Tv Co., WCKG (26) New Orleans; WITH-TV Inc., WITH-TV (72) Baltimore; Ajax Enterprises, WXEL (38) Boston; J.D. Wrather, Jr., WJDW (44) Boston; Trans-American Enterprises, WHEF-TV (62) Brockton, Mass.; Woodward Bcstg. Co., WBID-TV (50) Detroit; Stevens-Wismer Bcstg. Co., WHLS-TV (34) Port Huron, Mich.; WKNE Corp., WKNE-TV (45) Keene, N.H.; David E. Mackey, WOCN (52) Atlantic City; Patroon Bcstg. Co., WPTR-TV (23) Albany; Frontier Tv Inc., WNYT-TV (29) Buffalo; Cornell U., WHCU-TV (20) Ithaca, N.Y.; City of New York, WNYC-TV (31) New York; Star Bcstg. Co., WCBF-TV (15) Rochester, N.Y.; Malco Theaters, WTMV (54) Utica, N.Y.

Air-Pix Corp., WTVX (48) Gastonia, N.C.; Tri-Cities Telecasting, WTLC (29) Canton, Ohio; Robert W. Rounsaville, WCIN-TV (54) Cincinnati; Cleveland Bcstg. Inc., WERE-TV (65) Cleveland; Elyria-Lorain Bcstg. Co., WEOL-TV (31) Elyria, Ohio; Fergum Theatres, WTVG (36) Mansfield, Ohio; Midwest Tv Co., WMAC-TV (23) Masillon, Ohio; Woodward Tv Co., WTOH-TV (79) Toledo, Ohio; Malco Theatres, KMPT-TV (19) Oklahoma City; Arthur R. Olson, KSPG (17) Tulsa.

WKAP Inc., WQCY (39) Allentown, Pa.; Hazleton Tv Corp., WAZL-TV (63) Hazleton, Pa.; Peoples Bcstg. Co., WLAN-TV (21) Lancaster, Pa.; Azax Enterprises, WPHD (23) Philadelphia; Philadelphia Bcstg. Co., WSES (29) Philadelphia; Sunbury Bcstg. Corp., WKOK-TV (38) Sunbury, Pa.; WGAL Inc., WRAK-TV (36) Williamsport, Pa.; Camden Bcstg. Co., WACA-TV (14) Camden, S.C.; Malco Theatres, WAMT (48) Memphis; Brownwood Tv Co., KNBT-TV (19) Brownwood, Tex.; Shamrock Bcstg. Co., KXYZ-TV (29) Houston, Tex.; Northern Va. Bcstrs., WARL-TV (20) Arlington, Va.; KVAN Inc., KVAN-TV (21) Vancouver, Wash.; Polan Industries, WLTV (51) Wheeling, W. Va.; Business Management, Inc., WFOX-TV (30) Milwaukee.

WVET-TV asks etv share-time on ch. 13

Proposal for share-time tv station to share-time on another channel with educational group has been submitted to FCC by WVET-TV Rochester, N.Y. Plan presupposes Commission approval of drop-in of ch. 13 to New York community, which has been requested and which is pending FCC consideration.

WVET-TV shares time with WHEC-TV on ch. 10 in Rochester. WVET group operates Tuesday, Thursday, Saturday and Sunday daytimes and Monday, Wednesday and Friday evenings.

In new suggestion, WVET-TV proposes to operate just opposite of these times on ch. 13, with Rochester Area Educational Television Assn. using other segments totaling 65 hours per week. WVET-TV volunteered to absorb entire cost, approximately $500,000. Executive committee of RAETA has indicated it is "distinctly interested" in idea.

Harris sets March 15

Rep. Oren Harris (D-Ark.) announced that his House Commerce Communications Subcommittee will begin hearing March 15 on FCC reform legislation, including HR 4800 introduced following 1958 hearings of Legislative Oversight Subcommittee.

Price donates stock

Ralph C. Price, one of four partners in application for ch. 8 Greensboro, N.C., is donating 1,405 shares of Jefferson Standard Life Insurance Co. stock to Duke U. Stock is reported worth approximately $140,500. Mr. Price is stockholder in TriCities Broadcasting Co., which is in hearing with three other applicants for Greensboro vhf channel. Among other three is Jefferson Standard Broadcasting Co., owned by life insurance company. One issue in hearing is whether Mr. Price and family control Jefferson Standard and, if so, whether Jefferson Standard and TriCities are same applicant. The bequest comprises Mr. Price's entire personal holdings in life insurance company.

Alaska, La. sales

Sales of stations announced Friday (Feb. 19) subject to usual FCC approval:

• KFAR-AM-TV Fairbanks, KENI-AM-FM Anchorage and KTKN Ketchikan, all Alaska: Sold by Midnight Sun Broadcasting Co. to Alvin O. Bramstedt and associates for $1.2 million ($250,000 cash, remainder to be paid over 20-year period). New owners include Mr. and Mrs. Bramstedt (he is now general manager of Midnight Sun), 22.64%; R.D. Jensen, KTKN manager and owner of community antenna systems in Ketchikan and Sitka, 15%; James Fletcher, Midnight Sun national sales manager, New York, 7%; Delmar A. Day, Midnight Sun western sales manager, 7%, among others.

• WYFE New Orleans, La.: Sold by Connie B. Gay to William F. Johns interests for $300,000 ($50,000 in cash). Johns' group owns WMIN St. Paul, Minn.; WLOD Pompano Beach, Fla.; KRIB Mason City, Iowa, and is buying WILD Boston, Mass. Mr. Gay owns WFTC Kinston, N.C.; KITE Terrell Heights, Tex.; WTCR Ashland, Ky., and WQMR and WGAY (FM) Silver Spring, Md.

Latin tv net set

Formation of Central America Television Network, covering five tv stations in that area, announced Friday (Feb. 19) in New York to gathering of agency executives interested in that market. Network is to begin operation in six to eight weeks with Class A one-hour rate of $575. Network will be owned 51% by ABC Div. of American Broadcasting-Paramount Theatres and remainder by participating stations.

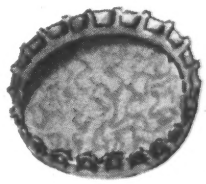
Advertisers will be able to buy time on all five stations under combination rates, according to Donald Coyle, ABC vice president in charge of ABC International Div. Affiliated stations are: YSEB-TV El Salvador; TG-BOL-TV Guatemala; KRTG - TV Honduras; YNSA-TV Nicaragua and Television de Costa Rica. Combined set ownership was placed at 50,000 "and increasing." Network will use film shows from all sources, including ABC-TV.

WDRC to drop CBS

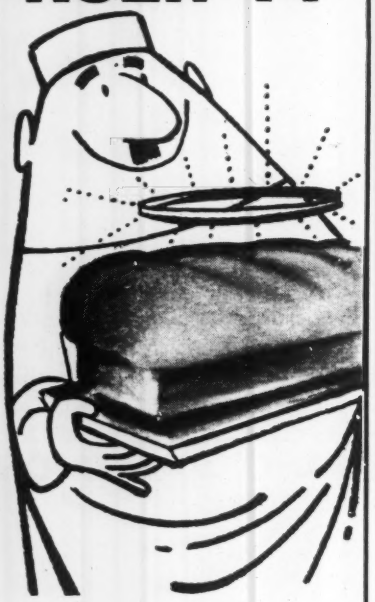
WDRC Hartford, Conn., acquired by Buckley-Jaeger Broadcasting Corp. last July, has terminated its affiliation agreement with CBS Radio effective in six months. Station will place emphasis on regional and local programming. CBS Radio has not yet selected new affiliate in area.

HOW DOES A BOTTLE CAP SOUND? Like the laughter of young people at a Junior Prom. Like gallons of beer at traditional Maryland oyster and bull roasts. Or, like millions of bottles squirming hurriedly through an assembly line. This is the sound of the booming beverage industry in Baltimore. A rich sound. A refreshing sound. A sound of a big business that adds millions in spendable income to the millions more earned by Marylanders in other industries. You can cap it for your clients with WBAL-RADIO, the station that suits the myriad tastes of this massive market. It's the progressive Maryland station with the sound of elegance, the Sound of the Sixties. It's the station that pours out rich results in Baltimore and Beyond! **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland Tradition/Associated with WBAL-FM-TV/Nationally represented by Daren F. McGavren Co., Inc.



YOU KCAN'T KCOVER TEXAS without KCEN-TV



WHOLE LOAF!

all 33 Central Texas counties...the most nourishing buy in the big Waco-Temple market.

NBC CHANNEL KCEN-TV TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

FEBRUARY

Feb. 22-24—International Advertising Assn., first Latin American convention, Caracas, Venezuela.

Feb. 23—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

Feb. 24—Voice of Democracy annual contest luncheon and announcement of national winner. Speaker: Rep. Daniel K. Inouye (D-Hawaii) Statler-Hilton Hotel, Washington.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

Feb. 29—Assn. of Maximum Service Telecasters, technical committee. 1710 H St., N.W., Washington, D.C.

Feb. 29-March 1—CBS Network Affiliates and Network Officials, special conference. Shoreham Hotel, Washington. Speakers will include Sen. Warren G. Magnuson (D-Wash.), chairman, Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), chairman, House Interstate and Foreign Commerce Committee and House Legislative Oversight Subcommittee; FCC Chairman John C. Doerfer and FTC Chairman Earl Kintner.

MARCH

***March 1—Senate Interstate & Foreign Commerce Committee** session with spokesmen for federal regulatory agencies, networks, advertising agencies, advertisers, et al., on corrective measures being taken against alleged abuses in radio-tv. Washington, D.C.

March 1—New York State Assn. of Radio-Tv Broadcasters, third annual legislative dinner. Speakers: Louis Hausman, director of TIO, Gov. Nelson Rockefeller. Sheraton Hotel, Albany.

March 1—Comments due on **FCC** rulemaking requiring licensees to adopt procedures against payola and program deceptions.

March 1—Radio & Television Executives Society timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

March 2—Assn. of Maximum Service Telecasters, board of directors meeting. Shoreham Hotel, Washington, D.C.

***March 7-8—Southwestern Assn. of Program Directors for Television** annual meeting. Shamrock Hilton Hotel, Houston.

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

March 8—Radio & Television Executives Society timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Herminio Traviesas, vice president and manager, radio-tv department, BBDO, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 8-11—Audio Engineering Society west coast convention, Alexandria Hotel, Los Angeles.

March 9-11—NAB Board of Directors, Statler Hilton, Washington (postponed from Jan. 27-29). Tv Board meets March 9; Radio Board March 10; Joint Boards March 11.

***March 13-14—Texas Assn. of Broadcasters** spring meet, Rice Hotel, Houston. "Soaring 60's," sales and management symposium conducted by John Shirley, founder of Communications Institute of America.

March 15—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 15-17—Electronic Industries Assn., spring conference. March 15, military seminar; March 17, government-industry dinner. Statler Hilton, Washington.

March 17—Southern California Broadcasters Assn. Campbell-Mithun, Hollywood, will present program. Luncheon at Hollywood Knickerbocker.

March 17-19—Advertising Federation of America Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

March 18-19—Arkansas Broadcasting Assn., annual spring meeting. Principal speaker: John F. Meagher, NAB vice president for radio. Petit Jean State Park, near Morrillton.

March 20-23—National Educational Television & Radio Center, meeting of program managers of affiliated stations, KUHT (TV) Houston.

March 21-26—Northwestern U. second annual Short Course for Newsmen in Crime News Analysis and Reporting, Fisk Hall, Evanston (Ill.) campus, under co-sponsorship of university's Medill School of Journalism and School of Law. Among speakers: William Garry, news and public affairs director of WBBM-TV and Len O'Connor, newscaster and commentator with WNBQ (TV) and WMAQ, both Chicago.

March 21-23—Canadian Assn. of Broadcasters, annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

March 31—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

APRIL

April 1—Comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

April 1-3—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

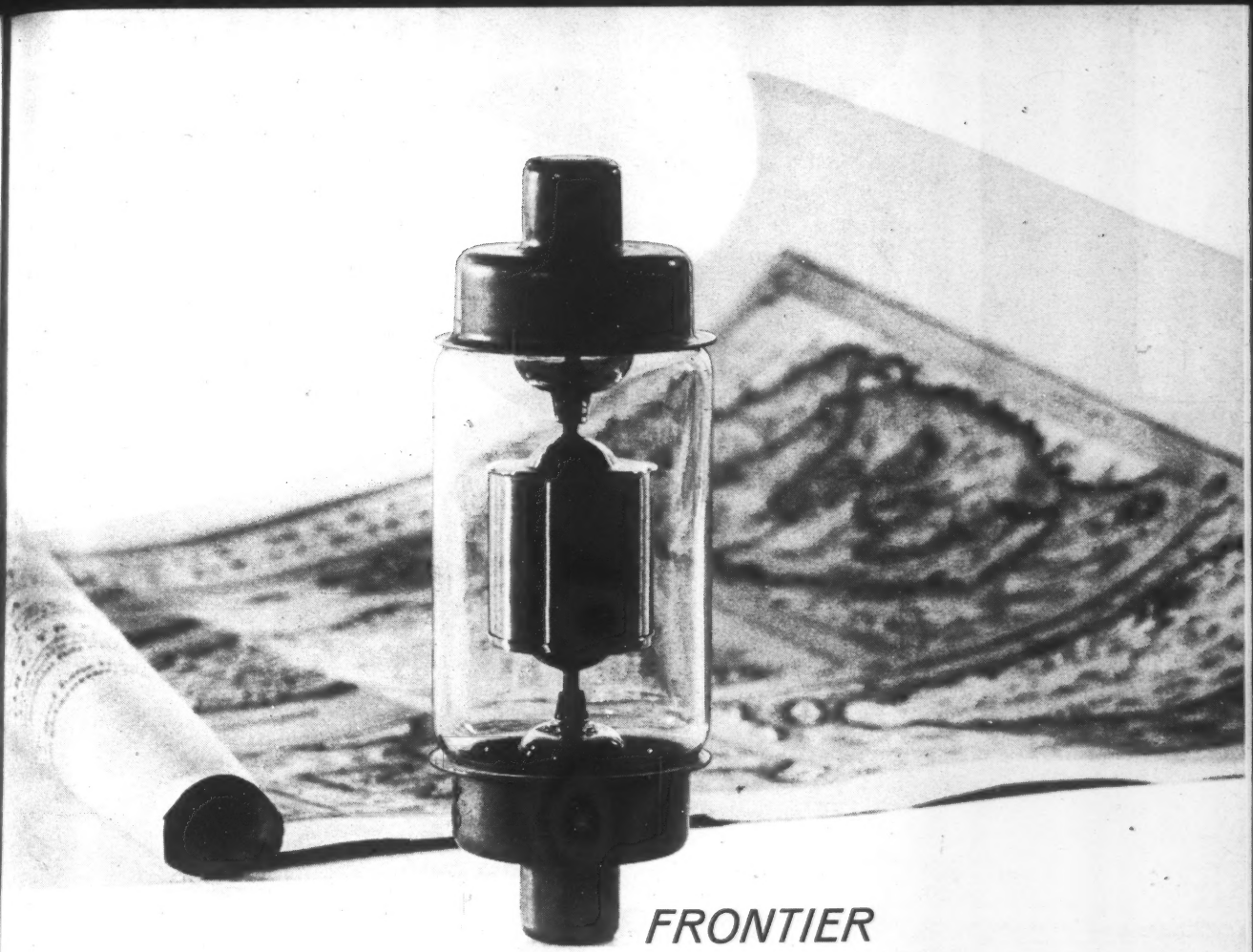
April 2—Assn. for Professional Broadcasting Education, Conrad Hilton Hotel, Chicago.

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 4-6—American Management Assn.'s national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. Premium Adv. Assn. of America will hold its annual conference in conjunction with exposition at same site April 5. And the National Premium Sales Executives conducts its sales and distribution seminar April 3.



FRONTIER FIGHTER!

That's a fancy title for a high-voltage condenser but it dramatizes one responsibility of radio as the most far-reaching of all means of mass communication. The real fighters on our last frontier—the limits of human knowledge—are the scholars and teachers of our great universities. *But when did you last have the opportunity to learn from any one of them?* Your answer will tell you why KRLA presents "Seminar" each Sunday morning at 10:30, a specially-produced half-hour with representatives of five universities summarizing the newest in every field of study.

Newest among the leaders serving America's greatest radio market

DIAL 1110 | 50,000 WATTS

KRLA

RADIO LOS ANGELES

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

121

• THE BIGGEST FIFTEEN MINUTES IN THE WORLD!

Every night, seven nights a week, at eleven o'clock, an average of 923,000 homes tune to reports of the news and weather on WRCA-TV. This is the largest audience reached by any local daily news program on any television station in the world! Providing comprehensive insight into events of the day, city-wide and world-wide, is another WRCA-TV service that marks true leadership in America's Number One Market.

WRCA-TV • 4 New York
NBC Owned • Sold by NBC Spot Sales

SOURCES: NSI—JANUARY, 1960/TAMRATINGS—JAN. 10, 196

MONDAY MEMO

from **EDWARD R. FITZGERALD,** *broadcast media manager and senior timebuyer, J. Walter Thompson Co., Chicago*

Notes on the bringing up of timebuyers

Timebuyers have to start somewhere.

I'll never forget 11 years ago when I took over a group of six buyers just how valuable several station representatives proved to be to me.

Since then, I've always had a warm spot in my heart for station representatives. At every opportunity I have always told my associates, my superiors, our clients and especially our account representatives how important a part station representatives play in any successful advertising campaign.

The station reps helped me get off the ground when the agency picked me to try my wings in timebuying supervision.

Frankly, the new work left me breathless. I didn't know a watt from a spot and the climate in the department, with an outsider heading up the group, was hardly lukewarm. But then, three gentlemen from the station rep ranks came to my aid.

Tribute • In the past year two of them have left the scene; one by death and one by retirement. Thank God the other is still around, because when he goes, maybe I will, too. Perhaps you are curious as to their identity and naturally I hope you are because over the years these men have created in me the fondest affection and respect I believe to be possible in a business association. Paul Ray of John Blair Co. was a pillar in my early days of broadcast; John Ashenhurst of Edward Petry Co., and Art Bagge of Peters, Griffin & Woodward, are the others.

Time and again these men were called in to counsel with me; not at the same time, rarely on the same problem, because individually any one of them could capably represent the spot radio and/or television field.

Timebuyers have to start somewhere. The average station representative has years of experience on the average timebuyer. This beginner is usually bright and anxious to learn, so we always assign a more experienced buyer to work with the newcomer, to help him learn to think like an advertising man until he is far enough along to handle problems on his own. But during this breaking-in time he'll learn much from the station representatives with whom he is having contact. Even though the responsibility for his early training and throughout his timebuying career is ours, in reality we share it to some extent with many helpful station representatives.

Take the well publicized Kellogg spot tv campaign initiated and engineered by Chicago station representatives in 1958. It took good salesmanship—from the representatives and from their inside salesmen, the media people. How many buyers, because of their training, would have bought (and sold) the idea?

Generally, agencies seem to have a tremendous turnover of timebuyers. Fortunately, turnover at Thompson is at a minimum. This is true in all departments and in all of our offices. Among the reps turnover is high, but they tell us it's probably much higher among timebuyers. There are a lot of reps who complain of quality. But they shouldn't if they are doing their share of the training.

History and Math • To beginners, the most important department is history. All availabilities tend to look alike at first. New timebuyers need station history, program history, personality history to differentiate. Reps can save themselves and us from bad buys by brushing up their history and letting us in on as much background as they can. And don't forget a little history from time to time would help older buyers to brush up once in a while, too.

Edward R. Fitzgerald b. Sept. 24, 1914, Chicago. He's been with JWT for nearly 24 years, moving up through ranks from financial department through print traffic to timebuying. Among accounts he services: Schlitz, Seven-Up, Murine, Elgin, Johnson Motors, Kraft, Libby, Quaker Oats and Sealy. Today he's regarded as "dean" of Chicago timebuyers. The Fitzgeralds live in Rogers Park.

There really aren't many different kinds of mathematical manipulations in timebuying and yet we see some pretty wild number-handling by inexperienced people. For instance, a lot of research tends to play up "tops." But No. 1 position doesn't always qualify the station for a schedule or reveal the significant facts that our own appraisal indicates. Therefore, the chances are such data may not influence our judgments or decisions. There are many times when reps, too, can help new buyers learn the few math ideas needed. Once they know the rules, they'll know when to break them.

The only thing coincidental about some surveys is their resemblance to fact. Reps can give young buyers the benefit of their experience to save them later embarrassment. This will help save them from being chewed up by the lions.

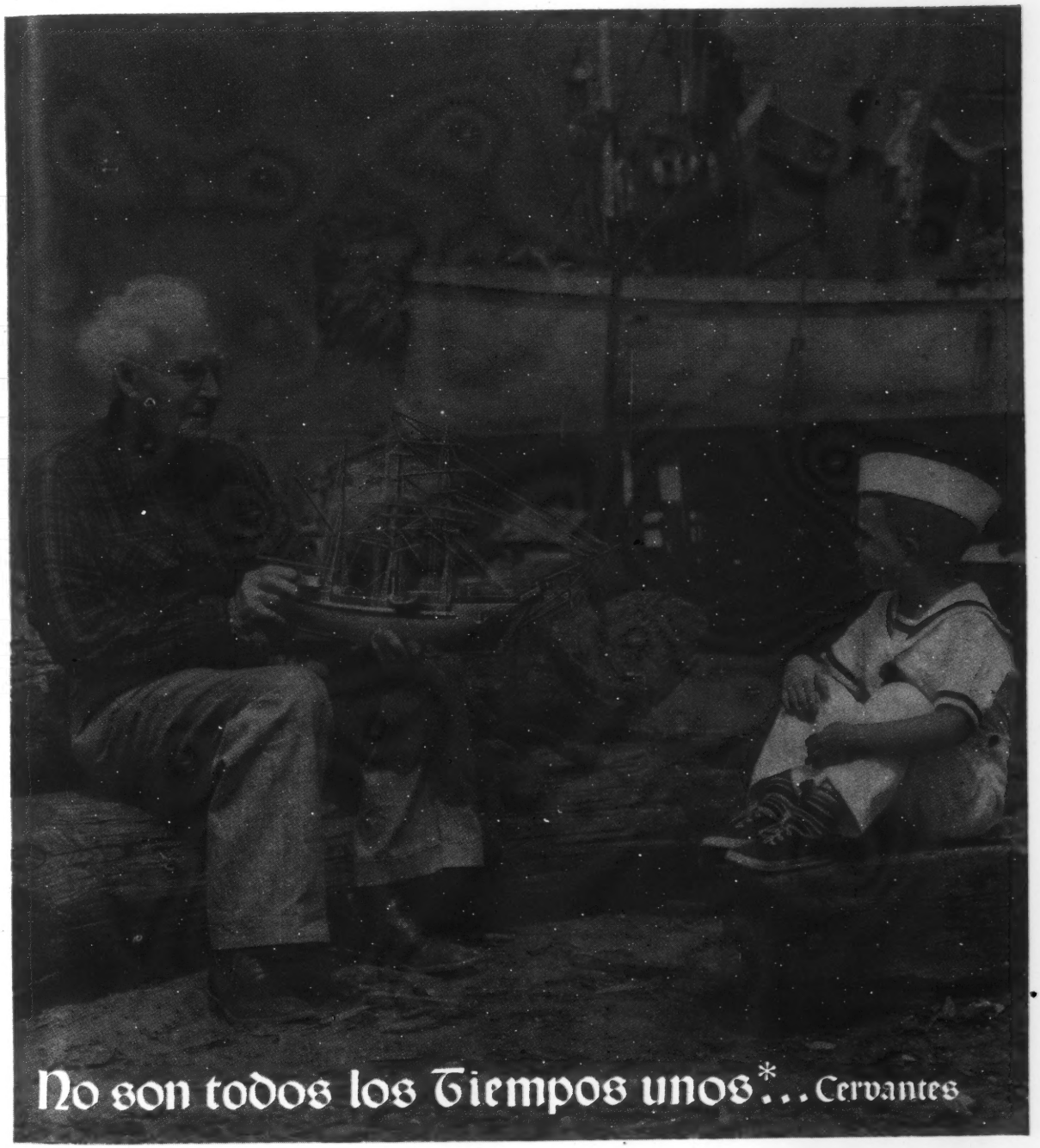
Beginners like reps who don't make them ask basic questions. Rate cards look mysterious, so reps should expect questions on how to cost different combinations. A sharp rep can sense how much a new buyer knows and without making him ask stupid questions will delicately lead from one to another and can provide the in-depth background needed for efficient buys.

First Impressions • Needless to say, reps shouldn't take advantage of newness—the new buyer will be around longer than the old; and they remember.

Most new timebuyers have some college business training and most colleges now use the case method. That is, they take a specific problem, say one that looks like a packaging snag, and try to analyze it in terms of all areas of business. They're taught that packaging interacts with financing, advertising, sales organization, production—you name it. In media terms the timebuyer trained this way thinks his 10-spot buy on Falcon affects everything but Miss Ford's debut. Reps can help him learn more and more about clients so as to see a buy as part of an overall, far-reaching problem, not as an isolated decision in a business vacuum.

Daily Examinations • Exams come daily and beginners need to cram fast.

Reps can be a good faculty adviser, somebody that we unconsciously call for counsel. Graduation will mean getting a timebuyer beyond the basics, with a sound backing of fact, so he can appreciate the creative sell we see in so many presentations today.



Our *time* is different. First, it is spent in careful programming to the widest practical variety of tastes and needs of our nearly 700,000 television families. Second, our accent is on quality. We believe that *that* variety and quality make the difference . . . not only in the superior merit of our programming but in the size and composition of the audiences which regularly enjoy it.

When an advertiser buys *time* in the Maryland Market, this difference will make a positive difference to him—a difference in the attention his message will receive . . . a difference in the wide variety of needs of those who will watch it . . . a difference in the buying power motivated as a result of it.

"All *times* are not alike . . . " the poet philosopher says. At WBAL-TV 11 in Baltimore, the difference shows in the positive effect our *time* has on the Maryland Market.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*ALL TIMES ARE NOT ALIKE . . . *Cervantes*

SOUND OF THE SIXTIES

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

PRESIDENT Col. B. J. Palmer
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THE QUINT CITIES

DAVENPORT, BETTENDORF } IOWA
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RADIO AM FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

OPEN MIKE

Perspective '60

EDITOR: Your issue of Feb. 15 (Perspective '60) is a virtuoso performance! I cannot recall any other single issue containing so much great reporting, so much "must" reading, about so many and varied facets of our industry. Bravo!—*Ed Codel, Vice President, Katz Agency, New York.*

Harris group overdoing it

EDITOR: Let me congratulate you on your editorial in BROADCASTING Feb. 15. I have never read an editorial that comes closer to what I would say about the Oren Harris Oversight committee. I fully believe that the radio and television industry is being abused over the action of possibly one tenth of one percent of those working for it. . . .—*Nat L. Royster, Manager, Station Relations, WSVA-AM-FM-TV Harrisonburg, Va.*

Television's public service

EDITOR: Tv on the whole need apologize to no one for its public service programming. . . . Certainly there is room for continued improvement, just as there is room for improvement in medicine, in education, in public morals, in manufacturing processes, etc. . . . Let me offer belated congratulations on the statesmanship you have shown throughout this entire debacle. —*William H. Weldon, President KRCG(TV) Jefferson City, Mo.*

FCC rules and abuses

EDITOR: . . . Honestly, what more regulation do we need? Payola has always been against the rules and all the FCC need do to stop the rigging is add a section entitled "Non-Mechanical reproductions" and include [pertinent wording as now contained] under Sec. 3.118(b) with appropriate additional phrases referring to such falsifications. If they now can outlaw falsifications of recorded programs, why can they not do likewise with non-mechanical reproductions or productions, without further Congressional action?—*Edward W. Jacker, Consulting Radio Engineer, Lombard, Ill.*

BROADCASTING

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* Reg. U. S. Patent Office

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the Price of color TV is RIGHT

Yes, The Price *Is* Right when homemakers get the whole colorfull picture via compatible color television. The magic of the modern super-market is set down right in the living room with every product displayed with the exact colorful persuasion planned by its manufacturer.

New packages and products are appearing in increasing numbers at WBAP-TV, where complete color facilities include the new RCA television color tape recorder.

FIRST IN COLOR
FIRST IN PROGRAMS
FIRST IN TEXAS

WBAP-TV

In Gorgeous Color . . .
Watch Bill Cullen in
"THE PRICE IS RIGHT"
Wednesday nights over NBC-TV
For Lever Brothers.

NBC CHANNEL 5

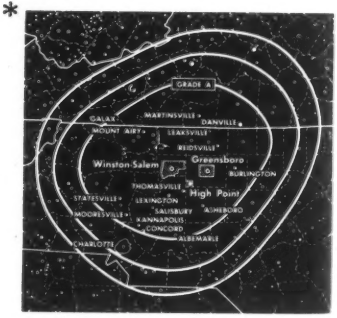
FORT WORTH 3900 BARNETT ST.
DALLAS 1900 NORTH AKARD

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

PROOF:

In North Carolina's biggest Metropolitan market, total retail sales within WSJS-Television's Grade A Coverage area come to $1,396,079,000. Only WSJS-Television offers this strong signal strength in its industrially rich Piedmont market.

*



WSJS television

Winston-Salem / Greensboro

MST

NBC

CHANNEL 12

Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 22, 1960
Vol. 58 No. 8

A BIG JOB: KEEPING AD COPY CLEAN

The behind-scenes story of the way three tv networks screen thousands of advertisements a week to protect the public

"You don't like the ads on tv? You should have seen the ones we *didn't* run!"

The remark was made by the head of a tv network continuity department. Though uttered strictly in a joking vein, it reflects a hard reality that has been overlooked by many in the current controversy over tv advertising:

• The tv industry, through existing self-regulation, each year turns down millions of dollars in advertising it feels unsuitable for its air, and, perhaps more to the point, either eliminates or forces modification of hundreds of ads that don't meet its standards.

These commercials were not broadcast on tv:

• A laxative ad that compared the human colon with a railroad roundhouse.

• A beer commercial that stressed the product's non-caloric and non-fattening attributes.

• A commercial in a children's program which offered a picture of a bosomy babe as a premium.

• A soap commercial featuring an "over-exposed" model in a shower.

• Ads for a proprietary product whose counter displays, citing "as advertised on tv," made claims not permissible on the network.

• Commercials for a personal product which although not in itself harmful, might have led users to neglect medical attention.

These are but a few of the commercials and copy treatment that don't make it across the desk of network continuity departments. They are joined by countless others that never get in the door, banned specifically by the NAB's Tv Code provisions (see below), to which all the networks subscribe.

Three in the Saddle • To a large degree, responsibility for what appears in television commercials rests with the three continuity acceptance directors of the networks: Grace Johnsen at ABC, Herb Carlborg at CBS and Stockton Helffrich at NBC. Their departments pass on every commercial that appears either on their networks or their owned-and-operated stations. By extension, they rule on almost all commercials which appear in national spot. As a matter of policy, major agencies check first with the networks before they put a commercial into spot. If the network will take it, they reason, it's likely to make it everywhere else.

There's an economic as well as esthetic reason behind this. Finished commercials cost money. If they're not acceptable, better to find out in the storyboard stage than when they're in the can. Also, a spot commercial campaign is likely to be run on an o&o somewhere, and many move from spot to network after their test market runs.

The three networks scrutinize well over 100,000 individual commercials a year. ABC puts its total at about 3,000 a month. NBC in 1959 cleared 3,500 film commercials for local accounts in Chicago, Los Angeles and New York alone. Last Thursday, 118 commercials cleared through NBC's continuity office in New York, 113 of them for network use. CBS establishes its workload as "in the many thousands," although the work is handled on both coasts, the lion's share of traffic passes through New York.

Clearing the Commercial • Almost universally, the first thing a network does when it's offered a new account is to check it with the Better Business Bureau. Not only does it check for any complaints about the product itself, but also about the reputation and standing of the advertiser.

Step 2 is with Federal Trade Commission and the Food & Drug Administration sources when applicable, to see if there have been citations against the advertiser or his product. (If a commercial should be cited after it

On guard at networks • Two men and a woman wield make-or-break power over thousands of commercials submitted to them every week for screening. The three, who handle continuity acceptance functions at the major networks, are (l-r) Grace Johnsen, ABC; Herb Carlborg, CBS, and Stockton Helffrich, NBC. Their careful review of advertising copy as well as routine checks of company business records, protect viewers from large numbers of commercials, catching the objectionable copy frequently before it ever gets into production. NAB, as the industry's trade association, operates an extensive code structure based on ethical rules and an after-the-fact check of what goes on the air. Actually, NAB's code operation includes frequent informal contacts that sway decisions to use or abandon copy claims.

AFA's new self regulation procedure

A local self-regulatory structure operated by advertising clubs affiliated with the Advertising Federation of America moved out of the conference room and into the action stage last week.

Details of the AFA procedure, supported by the Advertising Assn. of the West, were sent to 179 advertising clubs by James S. Fish, advertising vice president of General Mills and chairman of AFA. "The grass roots structure of this combined force for advertising action is the best possible guarantee of success," Mr. Fish told the clubs.

The AFA plan (BROADCASTING, Feb. 8), calls on local ad clubs to develop a close liaison with the local Better Business Bureau, pledging the clubs "to oppose all dishonest and deceptive advertising, plus those 'gray area' advertisements which offend good taste."

Each club is to establish an advertising ethics committee to develop and direct a pledge of ethics for advertising in the area. The pledge will be distributed to all advertisers, agencies or media in the area to obtain full compliance. Names of signers will be publicized.

Ad club members will be asked to report all violations of ethical advertising to their own ethics committee and in turn to the BBB, endeavoring to halt abuses by conferences outside BBB. If local club action is ineffective, the report will be in the hands of BBB which will make "normal contacts with the advertiser in an effort to secure compliance."

AFA hopes the local BBB review board will handle the problem. A procedure effective in Cleveland is based on a review panel manned by many ad club members. If all this fails, the next step is prosecution by the BBB. Ad clubs are advised to send complaints of offensive advertising to AFA headquarters, where a national ethics group will consider further action. In cities lacking a BBB unit, AFA will supply plans for a vigilance committee.

Morton J. Simon, Philadelphia lawyer and counsel for AFA, advised Media Research Assn. in New York Feb. 17 that "the spines of people who hate advertising are going to stiffen" during the election year. He found significance in this aspect of recent Washington hearings: "All the witnesses testified that the American system of commercial broadcasting is the best," he said. He predicted Congress will "be especially hard on the reliance placed on ratings," adding that he believes Congress "will be reasonably sensible about things."

appears on the network, another investigation is started. If the network feels there's a question about it, the commercial is dropped. If on the other hand they're assured the first clearance still stands, the network adopts an "innocent until proven guilty" position and lets the commercial run pending official disposition of the case.)

After touching these bases, things get more complicated. The networks require substantiation, in writing, of all claims for the product, including laboratory tests and verification of all endorsements. Disinterested parties, like the American Medical Assn., may be consulted. If that doesn't satisfy them, they'll look it over themselves. Once assured the product will do what it claims to do, then the network goes on to the commercial itself.

Quite often this investigation starts with shooting scripts and storyboards. After elimination of the more obvious violations of code or network standards, questions usually have been reduced to matters of (1) taste or (2) treatment. And now the shooting starts. In both areas guideposts become highly subjective, and the network continuity expert must rely as best he can on precedent and common sense.

The Problem Cases • The three network continuity departments, though independent, are in general agreement on most points. One is that proprietary products, as a category, cause the most grief, and their comparative selling techniques are the most troublesome.

When an advertiser starts knocking his competitor, or trying to show the advantage of his product over a competitor's, two things happen: (1) shading of the facts involved in the comparison and (2) magnification of the differences between the products. This can lead to such complaints as that in a medical journal against the speed claims of a headache remedy—the difference in speed between two products amounted to four seconds.

But even in more difficult areas the networks usually are able to reach a compromise. Actual turndowns because of inability to agree on how to handle a product which itself is acceptable number only several hundred a year.

Demonstrations, too, are a problem, although not as great as the comparative selling angle. Recent FTC citations in this area have intensified network activities and led to some new requirements. Now all demonstrations must be subjected to the same standards which previously were concerned mainly with the product itself. NBC's Helffrich puts it this way: "It's not poetic license we're after. We want only to insure that commercials are devoid of any artifice which materially misrepresents the facts." The general attitude is that there's no question about using a substitute for ice cream that will stand up under the lights during filming of a commercial. But there's definitely a question about using such a substitute to demonstrate the texture of the ice cream.

Dramatizations, particularly the "white coat" kind that once were prevalent in tv commercials, are less a problem then before. There still are doctors in commercials, but they're actual ones, not actors posing as medical men.

More Problems • Not the least of the difficulties facing all network continuity is consistency—or lack of it. Especially when questions reach the subjective level, a case may arise in which a West Coast official clears a certain technique that the East Coast rules against. The same applies among the different networks themselves. When one network accepts a particular product or commercial, agencies quite often will use that clearance to try to persuade the others. When the commercial involved may represent several millions in billings, economic pressures on the holdouts can be substantial. This situation has caused some to suggest the need for more definitive standards jointly shared by all networks, removing the product and commercial acceptance aspects from the competitive arena.

Although it is difficult to rule on code or standards grounds, the networks make every effort to discourage the "negative sell"—that which points up the unpleasant consequences of not using a product, rather than the pleasant consequences of using it.

That the network continuity departments have not achieved perfection in conforming to all that their many publics demand is evident in the current storm which surrounds their work, as well as in the management efforts being expended to tighten operations still further. But there's at least a backhand compliment to their efforts inherent in one of their sorest problems: Persuading a new-to-tv advertiser that what he got away with in another medium just won't go in tv.

How NAB Operates • Self-regulation

the prestige independent with network audiences!

A. C. Nielsen recently studied his entire New York sample, both Audimeter and Recordimeter — Audilog homes, and found **"no significant difference"** between the kind of people who watch WPIX-11—New York's leading **Independent** station —and New York's leading **Network** station.

The Nielsen "WPIX AUDIENCE PROFILE" study provides a **direct comparison** of audiences for the prime qualitative categories of:

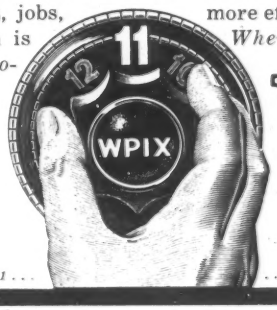
FAMILY INCOME
HOME OWNERSHIP
AUTOMOBILE OWNERSHIP
SIZE OF FAMILY
AGE OF HOUSEWIFE
OCCUPATION, HEAD OF HOUSEHOLD

from 7:00-11:00 PM, seven nights a week.
Qualitatively they are equal.

As Nielsen states: **"NONE OF THE COMPARISONS YIELDED A SIGNIFICANT DIFFERENCE!"**

The "content" of a rating point on WPIX-11 and the top network- station in New York is *the same!* Nielsen *proved* that incomes, home ownership, ages, jobs, etc. follow identical patterns.* The reason is logical and understandable. WPIX-11 *is programmed* like a Network station with network-proven and network-quality shows every half-hour, every night. This WPIX-11 *"network look"* brings increased sales impact to your commercial messages — makes them more receptive, more effective, more productive.

Where are your 60-second commercials tonight!



WPIX *new york*

*Special Nielsen Qualitative Study for WPIX-11 . . . . . Details upon request.

© 1960, WPIX

of advertising through the industry's trade association, National Assn. of Broadcasters, takes two forms. First, the NAB Television Code; second, the NAB Standards of Good Practice for Radio Broadcasters.

The tv code has been strengthened recently to cover quiz rigging and related practices in direct language. Similar language has been added to the radio standards.

Enforcement machinery is inherent in the tv code, with station subscribers deprived of the code seal for violations. This is done by NAB Television Board action after informal complaint procedure has been followed through the NAB Code Review Board. In June, 1959 the Tv Board pulled the seal from 13 station subscribers that carried commercials for Preparation H, a hemorrhoid remedy not permitted under the "intimate personal products" section of the tv code. A dozen or so other stations resigned from the code rather than give up the Preparation H business.

The radio standards contain language generally similar to the tv code but there is no enforcement or punitive machinery involved. Both, of course, are purely voluntary.

Steps to strengthen both structures will be submitted to the NAB board at its March 9-11 meeting in Washington.

Back and Forth • Tv code enforcement at NAB Washington headquarters is directed by Edward H. Bronson and Harry Ward. Both have extensive broadcast experience. They shuttle to New York, keep in touch with an elaborate monitoring setup, contact the network clearance units and acquaint Donald H. McGannon, Westinghouse stations who is code board chairman, with current developments. They remain close to E. K. Hartenbower, KCMO-TV Kansas City, chairman of the code group's personal products subcommittee.

There's no way of tabulating the results of their activity. The two comment informally and interpret code language via telephone, luncheon and Manhattan liaison. Recently there have been signs that major networks weren't entirely happy with the NAB-network liaison [BROADCASTING, Feb. 15]. Since last summer the NAB proctors have been developing closer contact with Assn. of National Advertisers and American Assn. of Advertising Agencies. An NAB West Coast code office services the tv film production center in Los Angeles.

SELF-POLICING WON'T CLEAN UP ADS

So Fairfax Cone says, calling for action by FTC, FCC and BBB

Strong, swift action by the Better Business Bureaus on the local scene and the Federal Trade Commission and the FCC on the national scene to stamp out false and deceptive advertising was called for last week by Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding.

MR. CONE

"Talk of self-policing leaves me very cold," he told the Los Angeles Advertising Club in a luncheon talk Tuesday. While dwelling chiefly on the current dilemma in television, his feelings ranged to cover all media.

"There is no confusion in my mind about honesty in advertising. Nor do I think there can be degrees of honesty. Honesty and dishonesty are like white and black. And the grays all represent the latter," he said.

BBB, FTC and FCC "have all the power that is required," he said. "My only question about them has been why they have been so quiet and so painfully slow (as with cigarette advertising)."

Mr. Cone also offered some sweeping (though "tentative") proposals for reforms in television programming to improve the cultural level, equalize advertiser costs in line with actual listener "circulation" and conserve creative talent which is being used up "much faster than it can be recruited." His suggestions:

• Change the present 26-week alternate sponsorship pattern (actually 24 weeks, since the networks pre-empt two programs for "specials") so that four of each 24 programs are rescheduled with other than the regular features. Thus, if the advertiser's "regular program feature is *Have Gun* or *Danny Thomas* or *Red Skelton*, he would have 20 of these, scheduled five-in-a-row, with every sixth program devoted to political discussions, scientific developments, adventures in the arts or whatever might be developed for intellectual viewing." This would produce 1½ hours of such shows each night (half-hour on each network).

• Advertisers possibly would find such a plan acceptable "if only the price for the programs of narrower interest were made commensurate with the audiences delivered." Actually, he said, "the only question I see here is whether the networks and the stations will willingly decrease their take. So far they have been unwilling to do this."

("Advertisers pay the same amount for time for a 15-rating show that they pay for a 30-rating program. And this, you know, is going to change.")

• Take all this week's programming, save the news, and "play them again next week." The alternate-week rerun plan would curb excessive creative drain and permit program improvement since 3,000 hours of annual nighttime network programming would be reduced to 1,500 hours. Further, "instead of every program viewed eliminating two other programs where the time is the same, there would be an opportunity to view two out of every three programs broadcast."

Taste and Tv Ads • Mr. Cone had something to say about "taste" in tv advertising too. "Fortunately, it is something that we can do something about. It requires no outside committee or commission."

One single thing governs taste in tv commercials, Mr. Cone said. "It is to remember that there are no three-inch advertisements in television. There are only full pages; or, better still, double trucks."

Mr. Cone said the "television experience is total."

He found it interesting "to compare the products that bother most people in television with the product advertising in newspapers and magazines. I can assure you that these are the same. The only difference is that they are only a part of what is there when you turn a page. You may actually never see them.

"In television there is no such freedom. You can't overlook what fills the

Fairfax Cone talks about tv programs and ads

Here are some of the pungent observations made Tuesday by Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding, before the Los Angeles Advertising Club:

• "Television has been a business to make money in, and not, primarily, a way to serve. This is wrong."

• "Exactly how broadcasting and advertising will answer their critics . . . I can't be sure." The Doerfer plan (FCC Chairman John C. Doerfer) whereby the networks will program cultural shows regularly in prime evening time "may be a beginning," but he deplored the fact it "came out of what seems to be an agreement with the FCC to trade-up television."

• "Let us decry the notion that any committee or commission is any more necessary to responsible television broadcasting than to the responsible theatre or the movies or the press. I know there are differences in these various means of communication. But I can't believe there is any difference at all in the accountability that each one has to itself and to its audience, to the public it serves, to be free."

• "The fact remains . . . that it is everybody's air that the broadcasters and the advertisers are using. If, as I believe, they are satisfying a large majority in their use of this air today, there is another group, a minority, that has some rights tomorrow. . . . This minority . . . has been overlooked, or over-ridden, until its cause has become an intellectual and political cause through our neglect together."

• "The things most critics object to in television are things that hold up all the other mass media of communications; the western movies, crime stories in newspapers, popular fiction in magazines, and the sex and sadism of the paper-back novels. These are the great attractions in each field. . . . Altogether, this is why I cannot easily agree that television is at odds with the public taste."

• "The truth is that there is no advertising hold" on programming. What there is, is a clear-cut preference by the majority of television viewers for regular programs of the type that make up the top of the Nielsen list. And advertisers buy these to talk to every one they can; just as they buy space in *Reader's Digest* and *Life* and *Look* and *The Saturday Evening Post*, and the Sunday supplements for the largest circulations available."

screen without turning away from that screen altogether."

Noting there are "certain subjects and certain products that are not discussed in detail and described, ever, in polite society," Mr. Cone felt "our networks and our stations should refuse advertisers and agents the right to introduce these anywhere and in any way that would be distasteful at a dinner table.

"There are some things that don't belong on television; and only an idiot or a money-grubber could fail to know precisely what these are."

Mr. Cone felt the "tasteless people in our business" can be dealt with effectively by those who uphold ad quality. "We can refuse to play in the same company. And when some General Foods and General Mills and General Electrics and Carnations and Purexes do this, their bad taste in tv commercials will be no problem."

Confusion and Compromise • Mr. Cone said he felt that the "belated proposals of the Assn. of National Advertisers for an advertising advisory council was the result of confusion and compromise." He also felt the interchange plan suggested by the American Assn. of Advertising Agencies "is slow and uncertain; it depends on sweetness and reason and logical persuasion."

Mr. Cone claimed dishonest advertising is "rarely amenable to any of these, or it wouldn't have been made in the first place. Somebody has to be tough to get rid of it; and who could possibly do this better than the duly constituted bodies?"

The FC&B official said, "I think it will take the law; just as it takes the law to put down other invasions of private property and personal rights by thieves and swindlers."

At another point, Mr. Cone noted incidentally that FC&B and one of its clients have been cited by FTC for a commercial "that the FTC believes fails to prove its promise. I tell you this because someone who doesn't know me very well may think that what I have said was in part butter for the FTC bread. But I assure you that it isn't.

"We hope to get an FTC reversal. Indeed, we expect to, because there was no intent to deceive. But however we fare in this instance makes no difference in the total picture.

"We need the FTC strong. And we need it successful."

Media not immune from ad responsibility

The public and moral responsibility of advertisers to the public must be shared by all media—newspapers, magazines and broadcasting—FTC Chairman Earl W. Kintner told the New York chapter of the Public Relations Society of America last Tuesday (Feb. 16).

Mr. Kintner also warned that media are not immune from responsibility for deceptive advertising. He said he hopes that the FTC "never will find it necessary to make any publishing medium, printed or broadcasting, party respondent in a deceptive advertising case." If the FTC does its job under existing law and the advertising industry "does a proper job of self-regulating, then this serious step need not be taken," he stated. Wherever we can extend our effectiveness through cooperation and voluntary compliance, we try to do so," he added.

Although the FTC has not yet joined the publishing medium as a party respondent, Mr. Kintner pointed out that there is no express statutory exemption for media.

In discussing the FTC's stepped up efforts to meet "a serious trade regulation law enforcement problem," Mr. Kintner mentioned that prior to the congressional investigation of tv quiz shows, the Commission received each month from 20 to 25 letters of complaint covering television or radio commercials and about 175 letters on printed advertisements. When complaint letters, including those concerning printed advertisements, he said, jumped to almost 1,000 per month, "plus hundreds and hundreds I have personally received," the Commission launched a crash program to re-evaluate fairly the scope and extent of false, deceptive and misleading advertising. The Commission, he continued, has become a nerve center for the receipt of complaints from the public, the dispatch of guides for compliance with the law to the industry, and the institution of legal proceedings where they are called for.

Mr. Kintner had good words to say of the broadcast industry's attack on the problem of deceptive advertising: ". . . Nor is there any doubt in my mind that the radio and television broadcasting industry is engaged in a good-faith, massive effort to clean its house in the same respect, to maintain public goodwill and approval of the advertising being broadcast over these media."

AD CLINIC DIAGNOSES RADIO-TV

But west coast group can't decide whether the patient is sick

Broadcast programming and advertising were attacked and defended with equal vehemence at the second annual Broadcast Advertising Clinic of the Hollywood Ad Club held Wednesday (Feb. 17) in Hollywood. But when the club's awards for the best commercials of radio and television for the past year were played at the luncheon session, everyone agreed with Thomas Freebairn-Smith, executive secretary of Academy of Tv Arts and Sciences, that they were outstanding examples of "good taste, good entertainment, good salesmanship."

There was less agreement, particularly among the broadcasters in the audience, with the suggestion of the luncheon speaker, Douglas Anderson, partner in the Los Angeles advertising agency of Anderson-McConnell, that the most-needed contribution they could make to advertising would be to raise their commission to agencies from 15% to 20%.

Mr. Anderson said that the raise could be gradual, 1% every six months starting May 1 of this year. Broadcasters could easily absorb such increased commissions, he commented, by tightening their operating expenses or cutting down on the fees paid to their sales representatives. He said such a move might double the profits of the agencies receiving them. The result would be two-fold: Improved advertising, as the agencies could then afford to employ better people, and increased business for the stations.

The agency executive made his proposal after chiding the station operators for scheduling so many spots and becoming so rich that they no longer bother to say "thank you" for a $1 million order. Both the criticism and the suggestion for higher commissions were couched in language similar to that of his self-assigned topic: "Can Broadcasters Become Millionaires and Still be the Same Old Loveable You?" The remarks were delivered with a joviality that left many listeners in doubt as to just how serious Mr. Anderson was. He did nothing to clear up this doubt.

'Criminal Assault' • There was no doubt, however, that Marvin Cantz, partner in another Los Angeles advertising agency, Tildds & Cantz, was deadly serious when he charged some broadcasters with a "criminal assault" against the public and the advertiser in their misuse of "stagnant air for the reckless pursuit of listeners and viewers." Stating that "advertising depends largely on the public's attitude toward the medium that carries it," Mr. Cantz described good programming as not a "formula" but an "attitude, a responsible attitude by those who determine how and what is communicated to the audience and, equally important, what is not. An awareness of their responsibility to the public, an attitude of respect for the ambitions and hopes of the individual, the community, the nation, and a clear understanding of the proper advertising climate so essential in today's competitive economy, will give broadcast media the substance, purpose and maturity it desperately needs," he declared.

Neil Reagan, vice president of McCann-Erickson, called for a greater use in broadcast advertising of "the personal approach, the most comprehensive and effective form of human communications." It is particularly important in radio and television, he said, because the "broadcast message goes to a noncaptive individual with unlimited freedom to accept, reject or ignore. It must overcome inertia and indifference.

"The personal approach is most likely to succeed when it is directed from personality to personality," he stated.

Good news for program producers who prepare some 200 pilot programs each year with only a dozen or so ever materializing into tv series was offered by Bud Stefan, head of BBDO's Hollywood office. Four of his agency's clients, he said, are telling producers exactly what their programming requirements are and are helping to finance the pilots. He said that, with video tape, such advertiser-producer cooperation could spread from network tv into regional and local campaigns, noting that it is a healthy and hopeful sign when advertisers begin thinking about the right kind of programs instead of only ratings.

Responsibilities • Asked to discuss "The Broadcaster's New Responsibilities," a panel of station executives agreed that there are no new responsibilities, just the same ones they have always had, only "now they're on page one." Stations are responsible to their audiences, their advertisers, their owners, the FCC and the FTC, they said. But the panel members agreed that if they gave their listeners and viewers the best possible service, they would also be serving all the others. Robert Light, president, Southern California Broadcasters Assn., was moderator of the panel, which represented all types of stations: Peter Robinson, KABC-TV, and Fred Ruegg, KNX (network-owned stations); Al Flanagan, KCOP (TV), and Bob McAndrews, KBIG (non-network stations); Art Crawford Jr., KCBH (FM) (fm stations).

The advantages of group station operations were described by Robert Purcell, Crowell-Collier Broadcast Div. (radio); Kenyon Brown, Broadcast Div. of NAFI Corp. (tv); Wendell Campbell, Storer Broadcasting (both radio and tv).

Functions of the station representatives, originally confined to selling time, now include so many other services that "Only about 40% of a rep firm's employes are salesmen, the remaining 60% devoting their time to administrative work and such creative services as research, sales development, sales promotion and advertising," Walt Davison, NBC-TV Spots Sales, reported. Station representation is a $178 million-a-year business, he said.

Also participating in the station rep panel session which opened the day-long clinic, Bill MacCrystal of H-R Television and Walter Lake of Daren F. McGavren Co. stressed the importance of keeping time buyers fully informed about not only the stations on a rep's list but the markets and the competitive media as well. Garry Hollihan, Edward Petry & Co., noted that "At least once a month a major revolution takes place when a station changes its program format and it's up to the rep to let the buyers know about it.

For awards, see next page

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Feb. 11-17 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

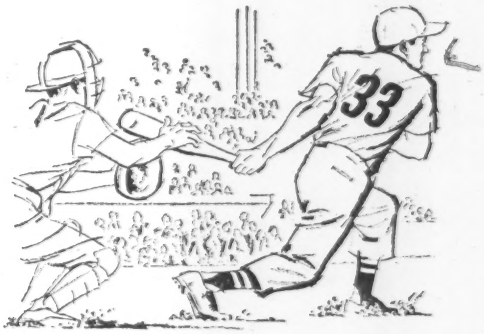
Date	Program and Time	Network	Rating
Thur., Feb. 11	Untouchables (9:30 p.m.)	ABC-TV	32.2
Fri., Feb. 12	77 Sunset Strip (9 p.m.)	ABC-TV	27.6
Sat., Feb. 13	Gunsmoke (10 p.m.)	CBS-TV	33.5
Sun., Feb. 14	Maverick (7:30 p.m.)	ABC-TV	25.7
Mon., Feb. 15	Danny Thomas (9 p.m.)	CBS-TV	25.0
Tue., Feb. 16	Rifleman (9 p.m.)	ABC-TV	24.7
Wed., Feb. 17	Wagon Train (7:30 p.m.)	NBC-TV	30.7

Copyright 1960 American Research Bureau

If you are only interested in 32 markets, pardon the interruption. But if you're after the top third of America's markets you've got to include

GOOD OLD 33

THE DAYTON MARKET



Don't go away! If you want GOOD OLD 33, win it the way others do — with WHIO-TV and/or WHIO. In finer type, elsewhere, you'll find this month's reasons why. In fine fettle, you'll find National Representative George P. Hollingbery a-waiting in his fact-crammed offices with all the other reasons you could ever need.

One of America's Great Area Stations

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

You Can't Skip

GOOD OLD 33 THE DAYTON MARKET

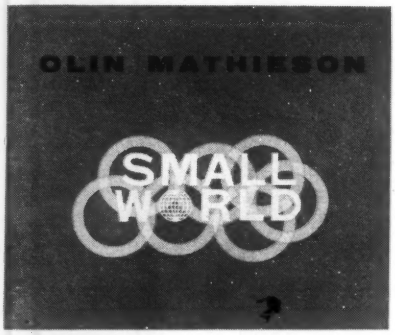
33rd *in Population 650,400*
28th *in Consumer Spendable Income* $1,400,214,000
Now—Dayton is the **3rd Market in Ohio**

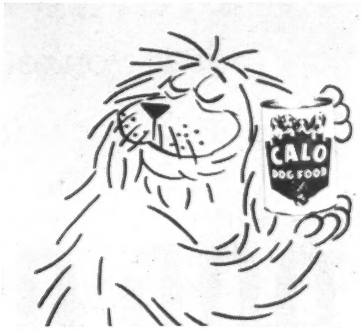
WHIO-TV
CBS
Channel 7
Dayton Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

The pick • Outstanding radio and tv commercials produced in Southern California during 1959 were honored February 17 when the Hollywood Ad Club presented its Broadcast Producers Awards. Awards were presented to producers of 11 tv and four radio commercials. Honorable mentions went to producers of nine tv and four radio commercials. Thomas Freebairn-Smith, executive secretary, Academy of Television Arts & Sciences, made the presentations. The luncheon was part of an all-day Broadcast Advertising Clinic (see story, page 26), presented by the Club in observance of Advertising Week.





HOLLYWOOD ADVERTISING CLUB—1960 BROADCAST PRODUCERS AWARD WINNERS

TELEVISION

	ADVERTISER	AGENCY	PRODUCER
ONE-MINUTE LIVE			
Award:	Bell & Howell	McCann-Erickson	Jerry Fairbanks Prods.
Hon. mention:	S.C. Johnson (J-Wax)	Foote, Cone & Belding	MPO Prods.
	Tidy House (Perfex)	Guild, Bascom & Bonfigli	La Brea Prods.
OVER ONE-MINUTE LIVE			
Award:	Dodge Div. Chrysler	Grant Adv.	ABC
Hon. mention:	Best Foods—Skippy P. Btr.	GB&B	Wayne Steffner Prod.
	Prudential	Reach McClinton	MGM-TV
30-SECOND LIVE			
Award:	Northwest Airlines	Campbell-Mithun	Desilu Products
ANIMATED OVER ONE-MINUTE			
Award:	Best Foods—Nucoa	GB&B	Ray Patin Prods.
ANIMATED ONE-MINUTE			
Award:	Calo Pet Food	FC&B	Cascade Pictures
Hon. mention:	Seven-Up	J. Walter Thompson	Ray Patin Prods.
30-SECOND ANIMATED			
Award:	Santa Clara Plmbrs. Assn.	David Olen Adv.	Playhouse Pict.
Hon. mention:	Renault	Needham, Louis & Brorby	Pantomine Pict.
	Southern Calif. Ford Dealers	JWT	Playhouse Pict.

ID'S

Award:	Wesson Oil Snowdrift	Fitzgerald Adv.	Quartet Films
Hon. mention:	American Brewery	VanSant Dugdale	Playhouse Pict.

PROGRAM TITLES

Award:	Olin Mathieson	D'Arcy Adv.	Saul-Bass-Playhouse
Hon. mention:	Ford Motor	JWT	Playhouse Pict.

PROGRAM PROMOTION

Award:	U.S. Borax & Chemical Corp.		American Tv Ent.

COLOR

Award:	Ford Motor	JWT	MGM-TV

INSTITUTIONAL

Award:	AT&T	N.W. Ayer	MGM-TV

RADIO

HUMOROUS

Award:	Butter-Nut Foods		Freberg, Ltd.
Hon. mention:	Esskay Meats	VanSant Dugdale	Freberg, Ltd.
	Glendale Fed. Savings	Davis, Johnson, Anderson, Colombatto	Robert Davis

STRAIGHT PRESENTATION

Award:	Schmidt-Phillips Co.		KEZY Anaheim

JINGLES

Award:	Sunkist Growers	FC&B	Ad-Staff Inc.
Hon. mention:	Holly Sugar Corp.	Doyle Dane Bernbach	Radio Recorders

STATION PROMOTION

Award:	KNX Los Angeles.
Hon. mention:	KEZY Anaheim, Calif.

REGIONAL ONE-SHOT DEAL

Store chain purchases show in prime time

A novel one-time "network caliber" telecast, placed in prime time on a regional line-up of 70 stations, has been purchased by a midwest store chain. Total cost for time, talent and other expenses—$250,000.

Gamble-Skogmo Inc., Minneapolis, wanted to present a program which would celebrate its "100th anniversary" during its 35th year of business.

Its selling area covers a large part of the Midwest, where it owns 300 general merchandise stores and has franchises with another 2,000. The merchandising area is too small for a national network, but too large for any available regional hookup.

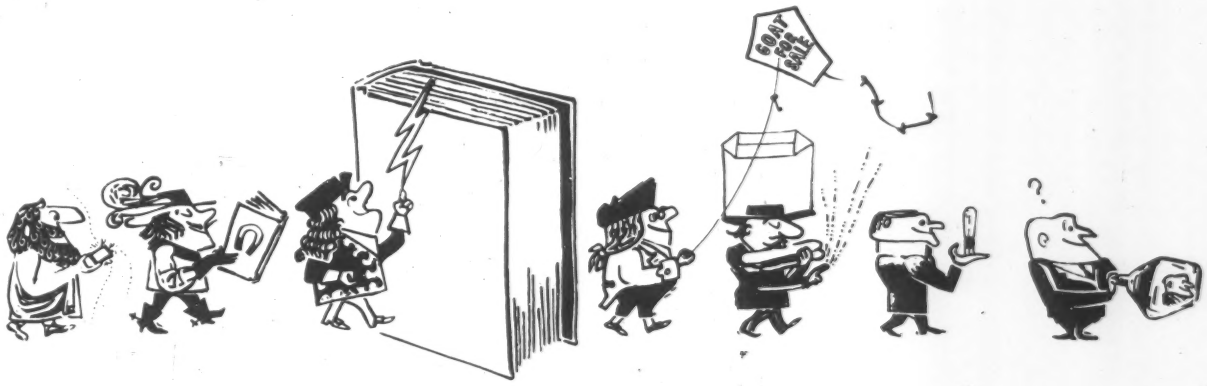
So, Gamble-Skogmo took its problems and ideas to BBDO, Minneapolis. The results will be seen on March 10, when *Way Back in 1960* is telecast in pre-empted network time cleared by the agency.

For Betty Hitch, BBDO timebuyer in Minneapolis, the show offered an unprecedented challenge. All she had to do was clear an hour of prime time (in as uniform a pattern as possible) on the "strongest" station in each market, regardless of network affiliation.

Network Pre-emption • In essence, the timebuyer had to think partly in "spot" buying and partly in "network" clearance terms. She had to work within two extremes, one of feeding all stations simultaneously or servicing each station with a tape or kinescope. Making the chore even more difficult, she was asking stations to clear, and thus pre-empt, network time. After an agency survey of stations and representatives, sampling their "reception" to such a move, BBDO proceeded.

Surprisingly the clearance problem worked out quite well. By establishing three feed points (Denver, Minneapolis, and Detroit) BBDO was able to proceed on a pattern which amounted to this: Better than 80% of the stations in each zone cleared 7:30-8:30 p.m. (in the central region), 7-8 p.m. (in the moun-

Through History & Eastern Iowa with Gun (ELECTRON) and Camera (TV)



Thales of Miletus rubbed a piece of amber back in 600 B.C. and small particles of other substances were attracted to it. This was the start of a long series of attractions which have culminated in the recent clean sweep of tv watching in Eastern Iowa for WMT-TV. But that's another story. One Bill Gilbert, a physician and Latin buff, got to fiddling around with amber in 1600 A.D. and published a work called *De magnete*. He named the phenomenon electricity, after the Greek name for amber (elektron). Many centuries later another work, *Forever Elektron*, created something of a stir, electrifying, but far afield.

In the early 1700's Stephen Gray discovered he could lead electricity around by the nose through certain substances, and not through others, a personality trait proved almost daily by ARB, Nielsen, and Pulse.

The invention of the Leyden Jar in 1745 (not to be confused with the San Francisco Earthquake of 1906) set things up for a Mr. Franklin, founder of a competing medium (space on kites).

We pass lightly over the contributions of Davy (electrolysis, safety lamps, and laughing gas, the latter a forerunner of technically augmented soundtracks), Ohm, Faraday, and Hertz ("It only, when you laugh") and come to Guglielmo Marconi, who invented the antenna in 1896 and the submarine sandwich a few days later. Fleming (1904) and DeForest (1906) whipped up the vacuum tube, Armstrong the regenerative circuit (1912), the superhet (1918), and frequency modulation (1939).

What happened after that is so familiar to our readers that a refresher seems pointless. It's interesting, however, to record one more fact: The reference work we've been consulting calls the use of a cathode-ray tube —instead of a scanning disk—"promising." The work was published in 1946.

The same could have been said—with accuracy—of WMT (1922) and WMT-TV (1953), CBS radio and tv for Eastern Iowa, represented nationally by the Katz Agency.

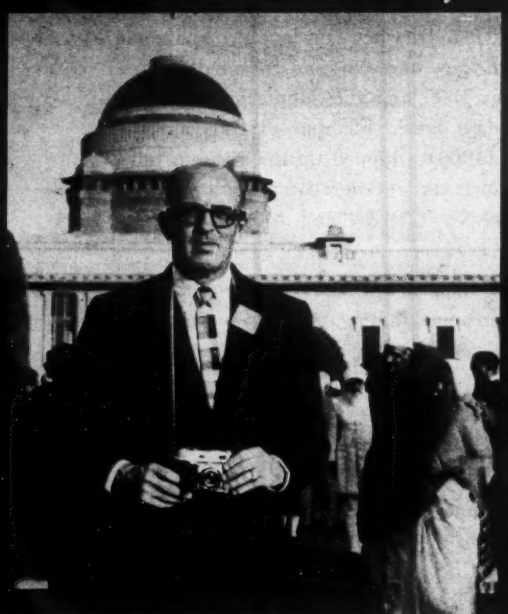
Bad Tolz, Germany—Oklahomans with the Army's 10th Special Forces Group speak to the folks at home via Bruce Palmer and KWTV.

Little Rock, Arkansas—Segregation violence brings Army to maintain order—and KWTV's Clyde Davis and Max Wolf to report details.

Dateline: The World
. . . Byline: KWTV

Meeker, Oklahoma—KWTV newsmen follow in the wake of a tornado disaster.

Casablanca, Morocco—A crowd assembles in front of the palace of King Mohammed V to see President Eisenhower. Bruce Palmer reports.



New Delhi, India—Bruce Palmer attends the President of India's official reception for President Eisenhower.

Tokyo, Japan—Palmer tours Army, Navy and Air Force Bases in Japan to report on military preparedness in the Far East.

Chicago, Illinois—Coverage of Oklahoma's delegation to the Democratic Convention is complete with film by KWTV News.

News

A history-making Presidential Tour—
A national political convention—
A tornado's havoc in Oklahoma—

where there's NEWS . . . there's KWTV!

During the past four years, KWTV News Director Bruce Palmer travelled 65,000 miles in four trips to the Middle East, Far East, Europe and South Asia for on-the-scene film reports to KWTV's 54-County Community.

To round out its newsgathering facilities, KWTV utilizes:

Statewide network of KWTV newsfilm correspondents

UPI news and telephoto services

Radio dispatched cars, aircraft

This complete news coverage is an example of the exceptional services responsible for viewer loyalty in the KWTV Community.

KWTV
OKLAHOMA CITY

EDGAR T. BELL, *General Manager*
JACK DeLIER, *Sales Manager*

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

tain zone) and 8-9 p.m. (in the eastern region) all in terms of local time. About 20% of the full station lineup will be by kinescope.

Stations and their representatives were cooperative, BBDO reports. Aside from the community prestige factor of carrying a "live" show on behalf of a known advertiser, the stations also were selling the time at the one-time spot rate.

Various hookups were required. Again, in general, WCCO-TV Minneapolis acted as contractor or agent for the technical transmission handling details with AT&T where the latter's facilities were necessary.

No "Waste" • As for the advertiser, the stores will avoid the cost of "waste circulation" while maintaining advertiser association or identity with a "special" for a special occasion. The program looks 65 years ahead of time to Gamble-Skogmo's "100th" anniversary "while we're all here to enjoy it."

The program was produced by Talent Assoc. in New York and was taped at CBS studios. Talent includes Herb Shriner, Jaye P. Morgan, Tom Poston and special guest star Dennis Day. They appear in a satiric revue purporting to show people in the year 2,025 how their forebearers lived in 1960.

Backing the anniversary will be radio and print advertising. Radio starts March 1 and includes three waves, the first a teaser campaign, the second will be announcements of the anniversary event and a third will have merchandising messages. Additionally, franchised stores will be offered a set of 31 commercials for local radio advertising. It's estimated some 100,000 radio announcements will be purchased by Gambles and their franchise stores.

BBDO's team who mapped the project were John M. Lamb, account supervisor; Gene Kohner, director of radio-tv in Minneapolis, and Bill Conner, tv account executive. They worked with G-S' Carl Raugust, vice president in charge of merchandising, and Gus Younger, sales manager.

Reynolds still leads Nielsen Radio Index

R.J. Reynolds still led the network radio pack last month, in terms of homes, holding onto a command the tobacco firm established last September in the National Nielsen Radio Index. Whitehall-American Home Products, No. 1 in network radio minutes since the preceding month, retained that place in the four weeks ended Jan. 10. Vick Chemical and Hudson Vitamin Products, regulars on the list, hit seasonal peaks in the network radio Top 20.

The complete list:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1.	R.J. Reynolds Tobacco	318	115,127
2.	Vick Chemical Co.	191	92,880
3.	Whitehall-Am. Home Prods.	132	85,457
4	Yardley of London	132	79,625
5.	Renault	129	72,258
6.	Hudson Vitamins	238	63,598
7.	Kellog Co.	88	62,854
8.	Pharmaco Inc.	124	44,066
9.	Bon Ami	155	43,375
10.	Longines-Wittnauer	97	38,629
11.	Time Inc.	95	37,394
12.	Grove Div.-Bristol-Myers	60	37,290
13.	Chevrolet-Gen. Motors	65	37,236
14.	Automotive-Amer. Motors	93	30,421
15.	Bristol-Myers Co.	44	30,065
16.	Shulton Inc.	52	28,188
17.	Ex-Lax	55	25,915
18.	Mentholatum Co.	32	25,170
19.	Sterling Drug	56	24,187
20.	A.E. Staley Mfg. Co.	43	22,553

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Whitehall-Am. Home Prods.	134	81,475
2.	R.J. Reynolds Tobacco	200	67,779
3.	Hudson Vitamins	249	63,869
4.	Yardley of London	101	56,250
5.	Vick Chemical Co.	111	54,996
6.	Renault	97	50,611
7.	Kellogg Co.	73	48,897
8.	Chevrolet-Gen. Motors.	70	40,891
9.	Wm. Wrigley, Jr. Co.	69	40,749
10.	Oldsmobile-Gen. Motors	43	34,556
11.	Grove Div.-Bristol-Myers	56	32,964
12.	Pharmaco Inc.	98	32,002
13.	A.E. Staley Mfg. Co.	59	26,727
14.	Bristol-Myers Co.	38	26,046
15.	Niagara Therapy Mfg.	36	25,594
16.	Mentholatum Co.	32	24,283
17.	Sterling Drug	59	23,834
18.	Time, Inc.	64	23,510
19.	Shulton, Inc.	43	23,146
20.	Automotive-Amer. Motors	70	20,886

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

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• Business briefly

Time sales

Spring term • National Home Study School, N.Y. (high school correspondence courses), is buying spot radio schedules in all regions except the Far West as part of overall ad plans for spring. Daytime and nighttime minutes are being purchased at rate of 20 to 60 per week. More stations are to be lined up in coming weeks. Account also uses some tv spot. Agency: William Warren, Jackson & Delaney, N.Y.

Space education • The Martin Co., Baltimore, producer of military aircraft, rockets, missiles and nuclear electronics, has signed for 13 weeks as participating sponsor of *Space Scope*, new science information program on ABC Radio (Mon.-Fri., 9-9:05 p.m. EST). The program is produced and narrated by Dan Peterson in cooperation with the Martin Co. Research Institute for Advanced Study. Example of sponsor's institutional messages on *Space Scope*: "Basic

research is like a savings account—if you wait until you need it, it's too late." Order was placed directly.

Airline on air • Lone Star Airlines Inc., Dallas, has embarked upon an extensive radio campaign, using KLIF and KBOX, both Dallas, KNUZ and KLIT, both Houston. Other stations being used on a promotional basis are: KOBY San Francisco; KOSI Denver; KUDL Kansas City, and KONO San Antonio, Tex. David M. Segal, president of the airline, is also president of Mid-America Broadcasters Inc., operator of WGVM Greenville, Miss. and other properties.

Light of day • Electric Auto-Lite Co., Toledo, signed for 91 participations from April through Nov. 9 on NBC-TV's *Today* show. Purchase is one of the year's major investments on the weekday morning program, the network said. Agency: Grant Adv., Detroit.

Leg show • Morpul Inc., Greensboro, N.C., hosiery manufacturer, plans an extensive tv campaign beginning March 1. Twenty-five or more one-minute commercials per week will be used on stations in Winston-Salem, Greensboro and Charlotte, all North Carolina. Ted Cramer, account executive and tv director for Bennett Adv., High Point, N.C., which handles the account, says that similar campaigns are scheduled for Cleveland, Detroit, Boston, San Francisco and other major markets at a later date. Transfilm-Wylde, N.Y., has filmed the one-minute spots, which feature ladies' stockings with texturized nylon tops.

Lark on radio spree • The Studebaker Lark dealer associations for Los Angeles, Santa Barbara, Bakersfield, San Bernardino, Calif. and Central Arizona through Coleman-Parr Adv., L.A., plan a $350,000 ad campaign for 1960. The bulk of the budget will be spent in radio and newspapers. A radio saturation schedule of 60-second spot announcements began Feb. 1 on KMPC, KLAC, KBIG, KFWB, all Los Angeles, KWIZ Santa Ana, KCKC San Bernardino; KACE Riverside; KPAS Banning; KWOW Pomona; KTMS Santa Barbara; KUDU Ventura; KATY San Louis Obispo and KBIS Bakersfield, all California.

Tube spots • Radio and tv spots, plus newspaper and magazine space will be used in a $250,000 western advertising campaign for Du Mont tv picture tubes, distributed by Dutrex West, Compton, Calif. Anderson-McConnell, L.A., is the agency.

Full 'Journey' • American Motors Corp., Detroit, for Rambler automobiles, to join North American Philips Co. (BROADCASTING, Feb. 15) in co-sponsorship on NBC-TV's *Journey to Understanding—Volume III*, 16-program series on overseas missions of President Eisenhower and other leaders. Series of six one-hour and 10 half-hour programs starts Feb. 27 and will conclude July 1. Rambler's agency: Geyer, Morey, Madden & Ballard Inc., Detroit.

Trio • New participating sponsors of Dick Clark's *American Bandstand* on ABC-TV (Mon.-Fri. 4-5:30 p.m. EST), announced last week are: Best Foods Div. of Corn Products Co. for Nucoa Margarine (Dancer-Fitzgerald-Sample); Borden Foods Co. for Super Starlac (also D-F-S), and Elgin National Watch Co. for Elgin watches (J. Walter Thompson).

Sears and Sara • Sears Roebuck & Co., Chicago, in its first network buy, and Kitchens of Sara Lee, Chicago, have signed as participating sponsors of second Arthur Godfrey special of season, May 6 on CBS-TV (Fri., 9-10 p.m. EDT. Negotiations are reportedly underway for purchase of remaining one-third of show. Agency for both companies: Cunningham & Walsh Inc., Chicago.

Next season sale • American Machine & Foundry Co., CBS-TV and Massachusetts Institute of Technology have announced a series of one-hour specials for prime time showing during the 1960-61 season. Titled *Tomorrow*, the new program will be produced by CBS News in association with MIT in recognition of that institution's centennial in 1961. Each show will focus on a separate scientific advance. Agency for American Machine, manufacturer of a wide variety of industrial and sports equipment, is Cunningham & Walsh, N.Y.

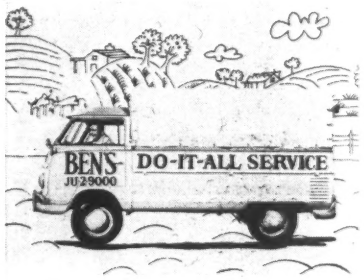
TV PREVIEW

The German-made Volkswagen has become a familiar sight on the American scene. But the scenery is incidental to Volkswagen of America in its television advertising.

In a set of four one-minute tv commercials, newly-prepared and part of a new dealer advertising campaign (dealers place the tv spots), agency Fuller & Smith & Ross, New York, and Transfilm-Caravel Inc., commercial producer, use a production device to keep the viewer's attention on the vehicle (a Volkswagen truck) with a minimum of background "distraction."

The technique employed eliminates natural backgrounds which may divert the viewer, permits the trucks to be highlighted against simple art drawings of homes, countryside, loading platform etc. and does away with weather problems in outdoor shooting.

This set of commercials was filmed inside a studio. The vehicles were

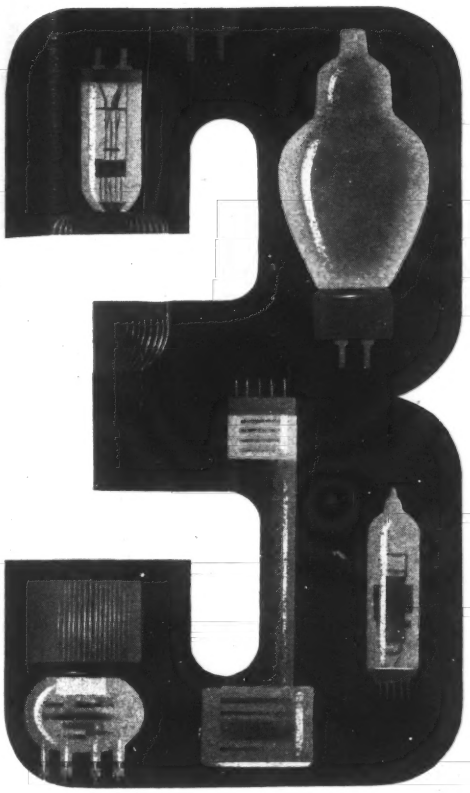


placed on jacks so that the wheels could be rotated at a speed simulating actual road movement.

Transfilm-Caravel employed blue backgrounds and floors, which when the color was filtered out from the color negative, eliminated all but the vehicles and the actor in the printing process. The Volkswagens were then combined with art work that was previously filmed on an animation camera stand.

Optical and editorial work were handled by Harvey Plastrik of Transfilm-Caravel; the commercials conceived by Peter Cardozo, the agency's vice president and tv creative director, and F&S&R's Byron McKinney, a vice president, was film producer.

There are 15 distributors in the U.S. which buy the vehicles from Volkswagen of America and channel them via their own dealers. It is estimated there are over 400 Volkswagen dealers in the country. The tv commercials are available to the distributors at a "nominal" fee. The parent company does not buy time. This phase is handled by distributors and or dealers.



SOUND REASONS WHY

it pays to replace with Sylvania tubes for broadcasting

1 BREADTH OF LINE

Sylvania offers a wide line of types to fill your tube requirements for AM, FM, VHF, and UHF. Gold Brand Tubes, well-known for their reliability, the finest in high-vacuum power tubes, small power tubes, image orthicons and mercury-vapor rectifiers – all are available from a single dependable source of supply, your Sylvania Industrial Tube Distributor.

2 READY AVAILABILITY

from a specialist in fast service. Your Industrial Tube Distributor's prompt attention to your needs makes him a valuable man to know. He can fill your emergency needs or your normal replacement requirements from his factory-fresh stock. What's more, his extensive inventory is backed by Sylvania's nationwide system of warehousing. Count on him for immediate delivery.

3 QUALITY

Sylvania quality offers you lower tube costs per hour of operation and reduced maintenance time—helps your station keep its best foot forward with more hours of continuous transmission.

Ask your Sylvania Industrial Tube Distributor for your copy of the informative "Sylvania Industrial Tubes" booklet. Or write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 122, 1100 Main St., Buffalo, N. Y.

SYLVANIA

Subsidiary of GENERAL TELEPHONE & ELECTRONICS

FTC'S PLAN: CASE-BY-CASE TV LAW

Big companies being cited since they can litigate all the way

The girl in Johnson's Klear Wax tv commercial holds up a sheet of glass. Half is clear; half is tinted. She says: ". . . Ordinary wax turns yellow with age . . . like this tinted glass Klear made with miracle plexon dries clear as this clean glass . . ."

Durward Kirby in the Scotties' commercial takes a sheet of "ordinary" facial tissue and spoons some water on it. He does the same to a Scotties' tissue. He picks up the first tissue and blows through it. It tears apart. He picks up the Scotties and does the same. It holds.

Which of these two advertisements is being scrutinized by the Federal Trade Commission?

Probably the Scotties' commercial. Why? Because it specifically demonstrates a claim of the product—that Scotties is stronger than "ordinary" tissue.

This is the new campaign under way at the FTC. It is a task force approach to nail down once and for all how far an advertiser may go in putting his product through its paces on television.

The program has nothing to do with the merits of the product; that is another matter.

Using an ingenious building block approach, FTC officials hope that the results of this program will end up with hard and fast guidelines for advertisers on what is and what is not permissible on tv.

Study Began in Fall • The campaign started last fall. So far 35 tv commercials have come under the scrutiny of FTC investigators.

Seven of these 35 studies have already resulted in public complaints:

- Colgate-Palmolive for Colgate Dental Cream with Gardol.
- Brown & Williamson, for Life Cigarettes' millicel super filter.
- Libbey-Owens-Ford Glass and General Motors, for L-O-F plate glass.
- Lever Bros., for Pepsodent toothpaste.
- Colgate-Palmolive Co., for Palmolive Rapid-Shave.
- Standard Brands Corp., for Blue Bonnet margarine.
- Aluminum Co. of America, for Alcoa Super Strength Wrap.

All involve tv commercials which purportedly, according to the FTC, are invalid demonstrations of the product's worth—or unfairly show up a competitor's product as worse than it actually is.

The current study of tv commercials, which is under way under the leadership of the FTC's Tv-Radio Monitoring Unit, is the FTC's answer to the call by advertisers for rules to guide advertising men in forging tv campaigns for their clients.

FTC officials were stung when the cry went up last year that the advertising industry needed to know FTC rules. This was brought to a head earlier this year in the now-famous Ted Bates' advertisement asking FTC Chairman Earl W. Kintner: "What are your rules?"

The easiest thing to do when tv commercials came under stringent FTC scrutiny was to throw the book at all advertising that appeared deceptive. But wiser and more sophisticated heads took control.

At helm • Charles A. Sweeney, officially legal advisor to the Federal Trade Commission's tv-radio monitoring unit, is masterminding the tv advertising program which is planned to establish guidelines for tv demonstration commercials. FTC is clamping down on comparison commercials which try to prove product superiority.

Planned Attack • The plan that was finally worked out is simple—and, it is believed, in the end will be most effective.

All tv advertising is being scanned for possible unlawful individual elements that will, in the aggregate add up to a composite benchmark in a year or so hence when final determinations are made.

Thus, there will be solid ground rules for advertising based on a case-by-case determination.

This might explain why the FTC apparently has chosen one allegedly errant tv ad using a particular technique as the subject of a formal complaint and has permitted others using identical approaches to continue unquestioned.

This philosophy stems from the belief that when one of the specific tv ad techniques is litigated and determined finally, it will apply to all similar approaches.

A rundown of the seven complaints thus far in the litigation process shows that each is pegged on a different variation of the demonstration principle.

In the case of Colgate toothpaste with Gardol it is the prospective shield device which is attached. No dentifrice, said the FTC, completely protects teeth from decay or the development of cavities, which is implied in the tv demonstration.

The Life Cigarette tv commercial showed two filter tips in test tubes side by side, one of them being the Life millicel filter. Announcer drops water in both tubes, with "X" brand leaking water, while Life filter retains moisture. This purported to show high absorption qualities of Life filter. FTC charged this does not indicate how millicel filter inhibits tars and nicotine from getting through to smoker.

Early Case • L-O-F-GM commercial showed freedom from distortion of the L-O-F plate glass used in GM cars. FTC claimed some shots enhanced distortion of plain glass and freedom from distortion of plate glass through use of different lenses on camera. Also that one shot showing distortionless plate glass was actually shot through open car window.

Pepsodent ad shows a smoking machine depositing film on a piece of enamel (like enamel in teeth) and being brushed away by Pepsodent.

Palmolive Rapid-Shave showed sandpaper being "softened up" through moisturizing qualities of Rapid Shave and then shaved easily. FTC charged sandpaper was really a mockup of sand on plexiglass.

Blue Bonnet ad showed Blue Bonnet margarine and regular butter with droplets on top called "flavor buds," with "X" brand margarine without droplets. Implication was made that flavor gems

There's More Than One Side to KERO-TV, Bakersfield.
It's the one and only advertising medium that spreads over the whole of the Southern San Joaquin Valley, all five rich-living counties of it.

KERO-TV
BAKERSFIELD
CALIFORNIA'S SUPER-market

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

SEAL OF GOOD PRACTICE

A TRANSCONTINENT STATION

CHANNEL 10

NBC

enhance quality of product. FTC charged that droplets are really glycerin and that actually industry tries to eliminate moisture drops.

Alcoa showed fresh-looking ham purportedly wrapped and unwrapped a number of times in Alcoa Super-Strength aluminum foil while dried out ham is enclosed in crumbled and torn ordinary foil which also has been wrapped and unwrapped same number of times. FTC alleged that hams were hand-chosen to show up differences and that they were never wrapped and unwrapped many times and that "X" foil was crumbled and torn by hand to simulate wear while Alcoa was not.

Step by Step Analysis • The procedure followed by the FTC in selecting a tv ad to be charged as misleading is ringed with care. When an advertisement is brought to the attention of the FTC's tv-radio unit, it is studied and discussed to determine whether there is any aspect which is deceptive and whether there is anything new or different from cases already out on complaint.

If there is, a conference is held with FTC lawyers for study from a legal viewpoint. These lawyers want to know whether they can sustain the charges in public hearings.

If they so find, a proposed complaint is drawn up and submitted to the five-man FCC. If they approve, it is then issued.

The respondents have 30 days to answer the complaint. It is then scheduled for hearing before one of the FTC's hearing examiners. They are junior judges; employes of the trade commission but independent.

After a hearing is concluded before the examiner, he issues a proposed decision. This is subject to confirmation by the FTC commissioners before it becomes final. In most cases examiners' rulings are accepted by the commissioners, but it is within their authority to reverse the examiner. They have done so on occasion.

So far only one of the complaints involving tv demonstrations has gone to hearing. This is the Colgate Gardol charge.

After the FTC has acted, the respondent may appeal this decision to the U.S. Court of Appeals for review.

And, after that if they still don't like it, they may ask the U.S. Supreme Court to take a look.

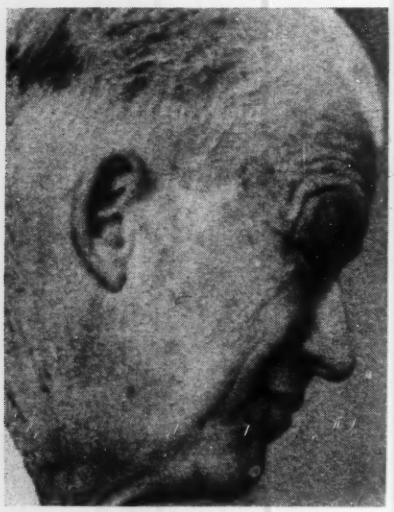
So far the FTC apparently has singled out the larger companies in this campaign. This challenge appears to be deliberate. The trade commission apparently wants these complaints to be contested, fully and adequately.

In this way, FTC staff members feel, the law will be clarified—and advertising men will know what they can and can't do on television.

FCC AND FTC IN PAYOLA 'MERGER'

Two agencies agree to share names of payola violators

The old one-two, but this time directed at phonograph record makers and distributors, came to light last week with



FCC's ROSEL H. HYDE

Let's share some secrets

the disclosure that the FCC and the Federal Trade Commission had agreed to exchange information on payola.

In a nutshell, the FCC agreed to furnish to the FTC any information which it gathered from its payola questionnaires, sent to all radio and tv stations last December.

This means, it is presumed, that where stations have indicated the acceptance of payola by an employe, the FTC will be informed.

Since the answers to the FCC questionnaire are under oath, this might be considered sufficient for the FTC to issue formal complaints against record manufacturers and distributors who are identified in the station responses.

Exchange Letters • The liaison agreement was contained in an exchange of letters Feb. 17 and Feb. 18 between the two agencies, signed by FCC Acting Chairman Rosel H. Hyde and FTC Chairman Earl W. Kintner.

It stemmed from a Feb. 5 meeting between staff members of the FCC and those of the FTC.

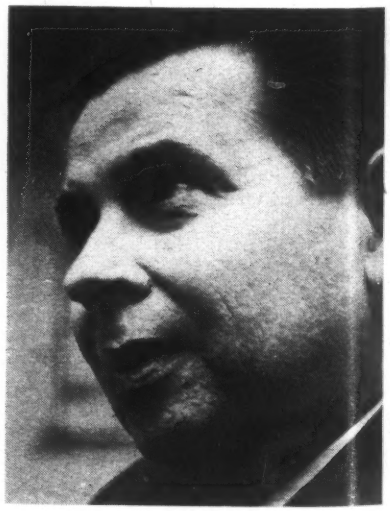
Actually, the FTC has been furnishing payola information to the FCC under a 1956 liaison agreement between the two agencies. This grew out of the FTC's interest in tv advertising. At that time an arrangement was perfected to furnish the FCC with information secured by the FTC on purported misleading or fraudulent advertising appearing on tv and radio.

More than 100 names of disc jockeys and others who allegedly were recipients of payola have already been furnished to the FCC, it is understood. Presumably these lists also identified the stations with which the d.j.'s were employed.

Key Point • One of the key points of the latest agreement has to do with the use the FTC might make of the information furnished by the FCC and vice versa. This was, it was understood, in order that one agency does not upset the activities of the other agency through precipitous action.

The question of primary jurisdiction —that is the question of which agency is responsible—is also understood to be the object of the latest agreement.

The agreement provides that the FCC will make available or bring to the attention of the FTC the information it



FTC's EARL W. KINTNER

Ready, willing and able

Air France jets were flying before Gigi was born!

Gigi is six. Yet it was *more* than six years ago (February 19, 1953, to be exact) that Air France began flying regularly scheduled pure jet aircraft!

Since then, Air France has logged over 4 million jet passenger miles. First, with the sleek, vibrationless, 500-mile-an-hour Caravelle. And now, Air France has added the fabulous new Boeing 707 Intercontinental to its fast-growing pure jet fleet. The Intercontinental is the world's fastest, largest, longest-range jetliner crossing the Atlantic non-stop between New York and Paris in only 6½ hours.

The Boeing 707 Intercontinental is the most thoroughly tested airliner in aviation history. First, with thousands of hours of testing on the ground; then, more thousands of hours of actual flights.

Yes, Air France jets were flying before Gigi was born. A reassuring fact to remember whenever you fly overseas on *the world's largest airline*.

AIR FRANCE JET

WORLD'S FASTEST JETLINER / WORLD'S LARGEST AIRLINE

SOLD WHDH
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receives about payola from its licensees.

In return the FTC agrees to advise the FCC of information in its files which may involve payola.

In both instances the communications refer to the payola practice as "unannounced sponsorship."

Announcement Required • This is in reference to Sec. 317 of the Communications Act. This requires an announcement of sponsorship for all programs for which money or consideration is paid.

The agreement also provides that each agency will recognize the confidentiality of the information if so characterized by the other agency. It was agreed that nothing will be made public that is classified by each of the agencies unless consent is obtained from the agency furnishing the material.

The FCC on Dec. 5 sent out 5,200 questionnaires to all broadcast stations asking licensees to determine (1) whether any employes received payola since Nov. 1, 1958, and (2) what steps have been taken to prevent the practice in the future.

Deadline for the answer to the second question was Jan. 5; to the first, Feb. 5.

As of Feb. 11 only 300 stations (5.8% of all broadcast licensees) had not answered the two-part payola questionnaire, it was learned.

The FTC has issued 43 payola complaints in the last three months. Cited have been record manufacturers and record distributors. Two consent judgments have been agreed to: RCA and David Rosen Inc., Philadelphia. Several other respondents have indicated a willingness to accept consent orders. It is understood that there are a dozen or more consent judgments awaiting official FTC action.

The FTC investigations have turned up the names of about 200 disc jockeys, it is believed.

The FCC earlier this month recommended that the taking of payola (and the rigging of quiz programs) be made a crime. (For text of FCC legislation see BROADCASTING, Feb. 22, 8).

ROUND TWO: BOSTON PAYOLA PARTY

Harris group hears Hub witnesses, releases secret testimony

The House Legislative Oversight Subcommittee's payola hunt continued last week with testimony from a station operator, disc jockeys and record makers and distributors.

Most of it concerned the Boston area. The Subcommittee announced hearings will be recessed in about three weeks.

Highlights last week included:

• Release of the secret testimony of a former WBZ disc jockey, given Feb. 8, that he accepted money to play records on the air, the first such admission up to last week.

• Testimony by a station operator and record distributors on agreements between station and distributors to air records for pay—the station owner holding the money was to defray "handling" expenses for what was called a promotion.

• Testimony by a record company president and his former associate that they used a record distribution firm to make short-term loans for which they received returns of up to 25%.

Three witnesses testified last week behind closed doors. Harry Carter, president of Music Suppliers, Boston, pleaded that public testimony might cause him to suffer a mental breakdown. Samuel H. Clark, president of AB-PT subsidiary of Am-Par Records, said public testimony might injure his health because of a coronary thrombosis he suffered last fall. Their Wednesday testimony was made public Thursday morning.

The third secret witness, Don Masters, disc jockey-librarian at WHAL Boston, asked closed-door testimony because he felt his testimony might tend to defame someone. It was not released.

The FCC last week had no announcements on any action it might take concerning several station licenses involved in testimony.

The sessions were enlivened Wednesday afternoon when Mr. Carter, who had just come out of a closed-door session with the subcommittee in a backroom, objected to photographs by AP and UPI photographers. Mr. Carter's promotion man, Harry Weiss, who testified Thursday, came to the aid of the slight and harried-looking Mr. Carter when the cameramen insisted on shooting pictures anyway. Sheltering Mr. Carter, Mr. Weiss threw a bound transcript of previous testimony at one photographer (see picture page 41).

Goodwill only • Gordon J. Dinerstein, Music Suppliers vice president, said his company paid disc jockeys for goodwill and various services but not for airing records produced by his firm.

Last week's testimony:

Harry Carter, president, Music Suppliers Inc., Boston. Mr. Carter acknowledged he, Mr. Clark and Mr. Dinerstein used MS as a "conduit" to make personal loans to Verve Records, repayment of which was made in records with discounts ranging from 10% to 25% below regular prices to distributors as a form of interest on the loans. He denied MS made any special effort to push Verve records.

Record manufacturers, he said, gave MS promotional allowances for promotion of records.

The witness said he put up $2,000 in 1946 to buy 50% of MS from Mr. Clark and when the latter moved to Am-Par in 1955 under a five-year contract as president, he signed a contract with Mr. Clark to buy his 50% for $50,000 which was to be paid over a 20-year period with no interest. To assure payment, the shares were held in escrow by Edward F. Smith, an attorney. As a further guarantee, Mr. Carter's 90% of the shares in Music Distributors also was held in escrow, under a contract dated Aug. 7, 1956, he explained. Both Mr. Carter and Mr. Clark took out $25,000 life insurance policies, each naming the other as beneficiaries.

The subcommittee's primary interest in the Carter-Clark transaction was a further contract, agreed to Aug. 10, 1955, which gave Mr. Clark an option to repurchase his 50% of MS if his contract with Am-Par were terminated in any way during the five years. The Carter-Clark contract did not specify the price Mr. Clark would pay to reacquire his 50% and the subcommittee held this and other provisions gave him effective control over Mr. Carter and MS and that he could

exercise the option at any time, paying nothing. The subcommittee also noted MS itself had paid the premiums on both the policies since Mr. Clark left MS.

Option to Buy • Mr. Carter told the group than Donald DuMont has an option to buy back this June the 50% of DuMont Record Distributing Corp. Mr. Carter holds, for $25,000 to $30,000.

The witness denied he had anything to do with putting the letters "BMI" on a record distributed in January, 1959 by MS in which Mr. Carter acquired 50% interest for distribution and promotion work. Ray Lewis, deputy sheriff of Manchester, N.H., had told the subcommittee MS had "BMI" placed on the label. (It was brought out that stations will not air a record unless it is known to be licensed.) The subcommittee said BMI has denied licensing the record. Mr. Lewis is manager of "The Downbeats," a group which made the record.

Mr. Carter said MS had no "set pattern" in paying disc jockeys, but that payments were made only for "advice" and for promotion of tunes at record hops.

Rep. Moss said the loans to Verve involved "fantastic interest" and thought this might be a way of dodging taxes on corporate profits. He expressed disbelief in Mr. Carter's testimony and proposed that he be required to testify in public.

Samuel Clark, president, Am-Par Records, New York and AB-PT subsidiary—Mr. Clark said he became "alarmed" at finding Am-Par was capitalized at only $10,000 and was advised by his lawyer against taking the Am-Par job unless he had "someplace to go back to." The result, he said, was the option agreement with Mr. Carter.

Same Price • He said he was under the impression that if he repurchased his MS stock he would pay the same price for it as Mr. Carter paid him. He admitted, however, that the option did not require this.

The witness noted his contract with Am-Par has been renewed and the option with Mr. Carter is thus now void, but expressed apprehension at what ABC might do, since his agreement with ABC was that he should have no interest in other music publishing, recording or allied companies. "I was imprudent," he said. He said the Am-Par presidency job was too good to turn down and that he would have been willing to sell his MS stock for $10-$15,000, except for Mr. Carter's offer.

He said Am-Par bought suits of clothes at Shaw-Ross, New York, for Ronnie Granger, Rick Willard and "possibly" Johnny Brantley, all of whom he identified as record librarians, but said he didn't feel this influenced their choice of records for airing on stations. Am-Par, he said, sometimes supplied its recording artists to disc jockey Bob Clayton of WHDH Boston for interviews, at the latter's request.

He said Music Suppliers and six other distributors receive promotion money from Am-Par, but doubted it was used to pay disc jockeys. He acknowledged Am-Par always asks for the copyright on records by unknown artists. He denied "coercing" a copyright from Sam Lembo, but said the copyright for a record made by Mr. Lembo was "assigned" to Pamco (an Am-Par label). He called Mr. Lembo a "disgruntled artist" who took $5,000 from a record on which Am-Par lost $5,000.

Discussing the loans to Verve, Mr. Clark said he was not told the exact amount of return he would receive.

Near The Top • He acknowledged that Am-Par has paid to get "preferential treatment" in that the company likes to get its records "up near the top" of packages of 150-200 records disc jockeys receive weekly, but that payments are to assure they will be heard, not aired.

The witness said Am-Par has paid only about $5,000 in four years to disc jockeys and agreed to furnish a list of payments. Authorization for payments, he said, is up to him in each case.

Mr. Clark said when he first went to Am-Par as a salesman, he opposed what he felt was a policy on ABC's part of "leaning over backward" to keep from favoring play on the network and owned stations of records made by its subsidiary companies. He said he tried to create the impression CBS and NBC played records by their own subsidiary companies more than did ABC.

Rep. Harris had a list read showing that Dick Clark on his ABC-TV program in October 1959 played nine Am-Par records 30 times, eight Columbia records 28 times, eight Victor records 22 times, eight MGM records 21 times and 7 Capitol records 36 times.

Up The Lists • The witness said he didn't believe Dick Clark "or any other disc jockey" of Dick Clark's stature would play Am-Par or ABC-Paramount records unless they were established hits. But he said some ABC company records using "creative" talent have made their own way up the lists without much help.

Harry Weiss, promotion man, Music Suppliers, Boston—Mr. Weiss acknowledged part of his salary is paid by Am-Par, but said he shows no more favoritism to that label than others in talking to disc jockeys. He denied having any policy position at MS and called himself a "messenger boy." He admitted, under prompting, that he had made reports to Mr. Clark at Am-Par on the "listening" situation among Boston disc jockeys for that label.

Publicity shy • Harry Carter (seated), president of Music Suppliers, didn't want his picture taken when he emerged from closed session with Harris subcommittee. When photographers tried anyway, MS promotion man Harry Weiss, also a witness, tried to shield him and later threw a bound transcript of testimony at a photographer.

Mr. Weiss admitted, to questioning, that he had obtained blank letterheads from people at WBOS Brookline, WHIL and WBZ Boston, with signatures of people at these stations. He identified only Norman Prescott, former WBZ disc jockey.

He said he used the letterheads to make up Top 50 lists to send to *Cashbox* magazine, favoring MS-distributed tunes. He did this, he said, after being told competitors were doing the same and thus implying the station named on the letterhead had made up the lists itself.

Helped Sell • He said he once helped sell a record to Am-Par for $5,000, was paid $500 by the seller and gave this to Mr. Carter, who returned $200 of it to him.

Mr. Weiss said he helped Ray Lewis market a record through MS for which

Paid for play • Cecil Steen, Records Inc., said he paid WMEX $1,400 for picking one of his records weekly for multiple plays on the station's "golden platter" promotion.

Meeting expenses • Maxwell Richmond, WMEX Boston president, admitted he made deal with distributors, but said the money was charged for "handling" accompanying promotion.

Cleveland call • Jack Gold of Paris Records went to KYW Cleveland management, he says, after KYW disc jockeys told him he was using the "wrong distributor."

he received $100 from Mr. Lewis for promotion. Under questioning, he acknowledged receiving $650 more from Mr. Lewis, but called it expenses. Questioning by the subcommittee tended to indicate Mr. Weiss actually charged off part of the $650, also for promotion. Subcommittee questioning hinted he had concealed the $650 charges from Mr. Carter. Mr. Weiss denied he caused the BMI label to be put on the record.

Subcommittee evidence indicated one of the tunes on the record was on best seller lists before it was released.

Mr. Weiss denied making payments to disc jockeys named specifically in subcommittee questions to him and said he did not know payola existed until the subcommittee investigation started.

Jack Gold, Paris Records, New York • Mr. Gold said he was told by two KYW Cleveland employes (Joseph Finan and Charles Young, who testified the week before) that he was with the "wrong" distributor in Cleveland. He said he went to KYW Cleveland Program Director Mark Olds and Station Manager Gordon Davis with his complaint of discrimination, threatening to go to the FCC.

Mr. Gold said Mr. Young told KYW officials that he was lying and that Mr. Gold had offered payola to Mr. Finan. Afterward KYW played his record "at least twice," he said.

Mr. Gold denied giving payola to disc jockeys, saying that he had paid only about $400 over 3½ years for Christmas gifts and for savings bonds presented to children of disc jockeys.

Cecil Steen, Records Inc., Boston • Distributor Steen said he paid WMEX Boston $1,400 over 13 weeks for having one of his records selected by the station as its "golden platter of the week." The station played the record about eight times a day, making no announcements of payments by Records Inc., he said. For one other week he paid WMEX $150 for the golden platter selection, he said. Overtures were made by Maxwell Richmond, president of WMEX, he said.

Mr. Steen said he paid a total of $2,050 to Boston disc jockeys and felt he received some favoritism in airing records, but thought also he had wasted money making payments.

He said a "top 40" or other top list of records might be put together by anybody, a distributor, a disc jockey or based on information from the public.

Rep. Harris said he felt deception enters the picture because the lists often are falsely ascribed to public choice and that stations are used to further this deception.

Maxwell Richmond, president-general manager, WMEX Boston • Mr. Richmond said WMEX made charges to record distributors for selecting their records for the "golden platter" promotion and that the charges were for expenses incurred to the station in handling and mailing out 50 to 75 records furnished by the distributor and mailed out free to listeners.

The station made no charge for this service until it began to become "burdensome" to WMEX financially, he said. The WMEX charges dropped from a high of $150 weekly to $10 weekly, he said, because the handling and mailing procedures later were streamlined. He denied charges were based on "negotiations" with distributors. WMEX received payments totaling $2,225 over 13 months from distributors for its "golden platter" and "Mr. X" promotions, he said.

The WMEX president said he ordered affidavit forms made after learning in December 1959 that two employes, Program Director Mel Miller and disc jockey Arnold Ginsberg, had received payments from record companies and distributors. The affidavits were circulated among employes and returned last month, he said, and the station decided not to discharge the two because they were "essentially honest" and promised they would accept no further payments. He said no instances of payments were uncovered at his other two stations, WPGC Morningside, Md., and KBMI Henderson, Nev.

The WMEX president was criticized for what subcommittee members felt were laxity in keeping in touch with day-to-day operation of WMEX, failure to move faster with his own probe of payola and failure to fire the two disc jockeys.

Robert S. Richmond, commercial manager, WMEX • A brother of 85% WMEX owner Maxwell Richmond, the witness said his primary duties were in time sales and he had nothing to do

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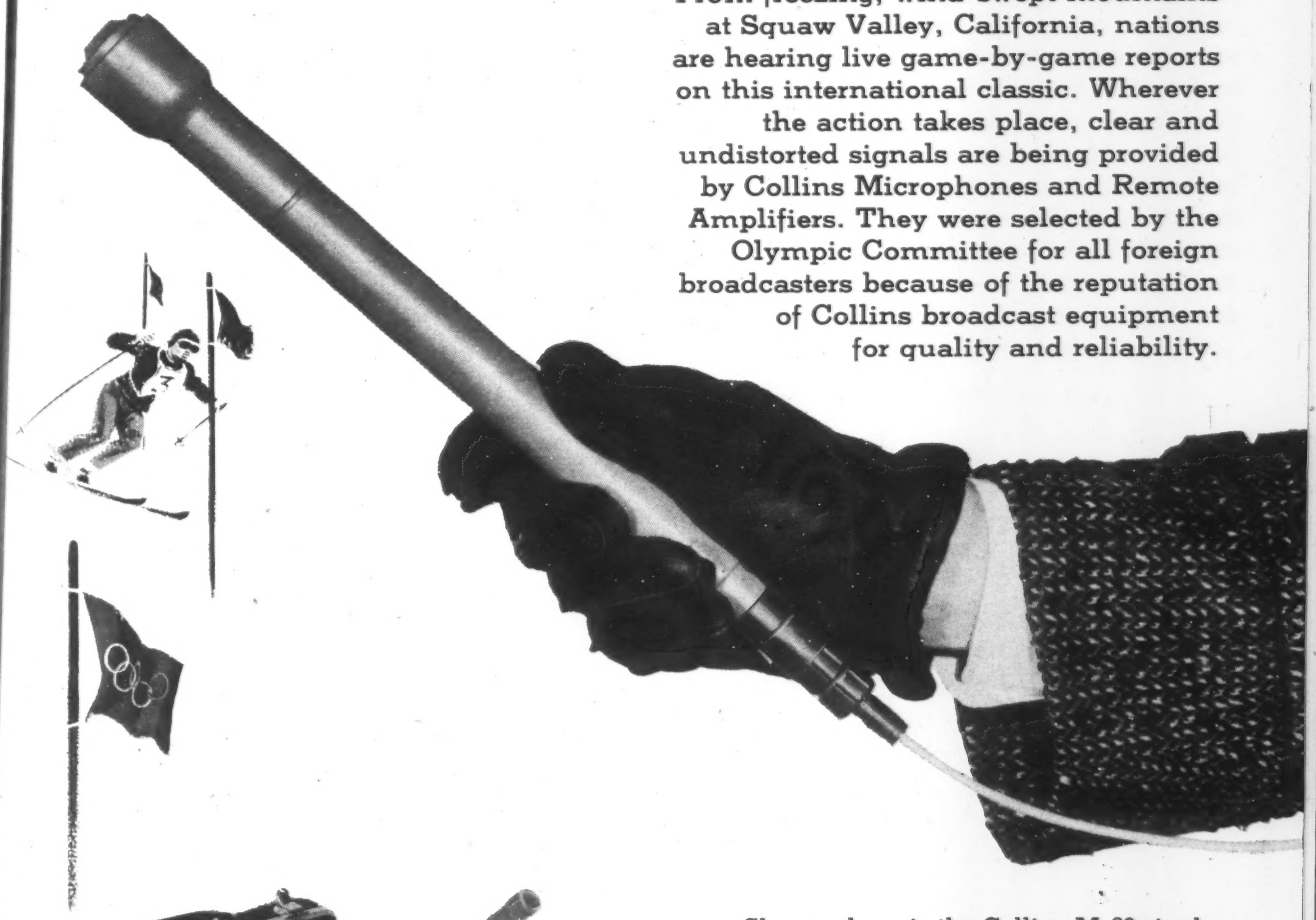

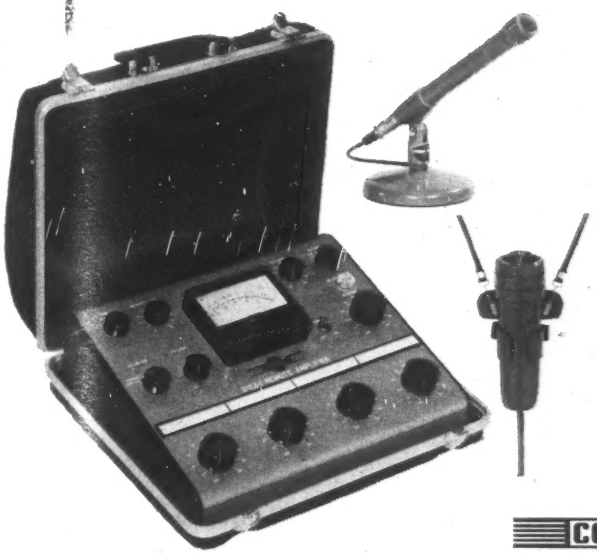

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with programming. All station policy involving disc jockeys, he said, was handled by his brother.

Rep. John E. Moss (D-Calif.) said he felt it would have been "more ethical" for WMEX to put the "golden platter" promotion on its rate card and "send salesmen out" to sell it to record distributors. "As near as I can figure, that's what you were doing," he said.

Mel Miller, disc jockey and program director, WMEX • Mr. Miller said he selects the "golden platter" every week as well as all other records. He acknowledged receiving a total of $450 from five record companies, but said he felt the money was for "good will." He said he didn't feel the payments influenced him in airing records, though he wasn't sure about the record companies' intentions.

Arnold Ginsberg, disc jockey, WMEX • Mr. Ginsberg said he received record company payments of $4,400 over 2½ years while at WBOS Brookline and WMEX. The payments, he said, were Christmas gifts or for "good will, because of my position as a disc jockey." He said he considered all the money as gifts, but counted it as income in making tax returns.

Mr. Ginsberg said several checks made to him with notations such as "through July" had no meaning to him, but he assumed the record company making the checks had "some sort of chronological sequence" for record promotion payments. Asked if the payments were not for a "service" over these periods, Mr. Ginsberg said if he performed any service, it was "listening" to the firms' records.

Chief Counsel Robert W. Lishman retorted, "It's obvious to me you were listening to their records over the air."

Mr. Ginsberg told the subcommittee he owns one-third of WSME Sanford, Me.

Pete Simpson, recently of WPGC Morningside, Md. • When Mr. Simpson broke a fitting on a dental bridge Feb. 16 he phoned the station to say he couldn't handle his disc jockey assignment that day. "You're fired," he said he was told, so he appeared at the committee Feb. 17 with an offer to testify.

He'd planned to quit anyhow, Mr. Simpson said, because he didn't like reading two-minute commercials "for Sun Vacuum Cleaner Co. and Sun Sewing Machine Co., Washington, featuring new appliances and attachments for $12.95." He called them "pitch announcements" and said they drew harsh audience criticism.

The committee focused on his description of the WPGC program format in which, he said, the station regularly repeated the previous week's music of WMEX Boston, headed by Maxwell Richmond who owns WPGC. On questioning, he said WPGC did not play records requested in phone calls or fan mail, but stuck to the WMEX program sheet.

"I suggest you get your denture fixed," Chairman Harris said in discharging the witness.

Donald R. Keelan and Vincent Grimaudo, auditors on loan to the subcommittee from the General Accounting Office • Mr. Keelan said subpoenaed records of Music Suppliers Inc., Boston, indicate at least $27,121 was paid from 1957-59 to or in behalf of about 20 disc jockeys and stations librarians in the Boston area. DuMont Record Distributing Co. paid disc jockeys $8,380, Mutual Distributors Inc. paid $2,120 and Records Inc. $2,850, making a total of $40,472 paid by all four companies, he said.

Mr. Keelan said examination of Music Suppliers' books showed "irregularities" in listing insurance premiums, loans and interest payments

Payola is fair

Payola is not an unfair trade practice, a Chicago music distributor told the Federal Trade Commission last week.

Not only that, said James H. Martin (owner of James H. Martin Inc. and Music Distributors Inc.), but the number of "exposures" by a disc jockey is no guarantee the public will buy the record.

The public's acceptance of a phonograph record, the Martin reply to a Jan. 8 FTC complaint stated, is dependent on the merit of the record and is "separate and in dependent from, and unaffected by, the number of exposures. . . ."

There would be deception, the Martin response said, if the public was inveigled into buying an inferior rather than a superior product. But there is no objective standard, it stated, to determine the superiority of one record over another. Therefore, no deception. It asked that the complaint be dismissed.

Meanwhile the FTC issued its 43rd payola complaint; against two affiliated Milwaukee record distributors — Garmisa Distributing Co. and Garmisa Inc. The firms were charged with paying radio and tv disc jockeys to play records on the air without acknowledging that they were paid to do so.

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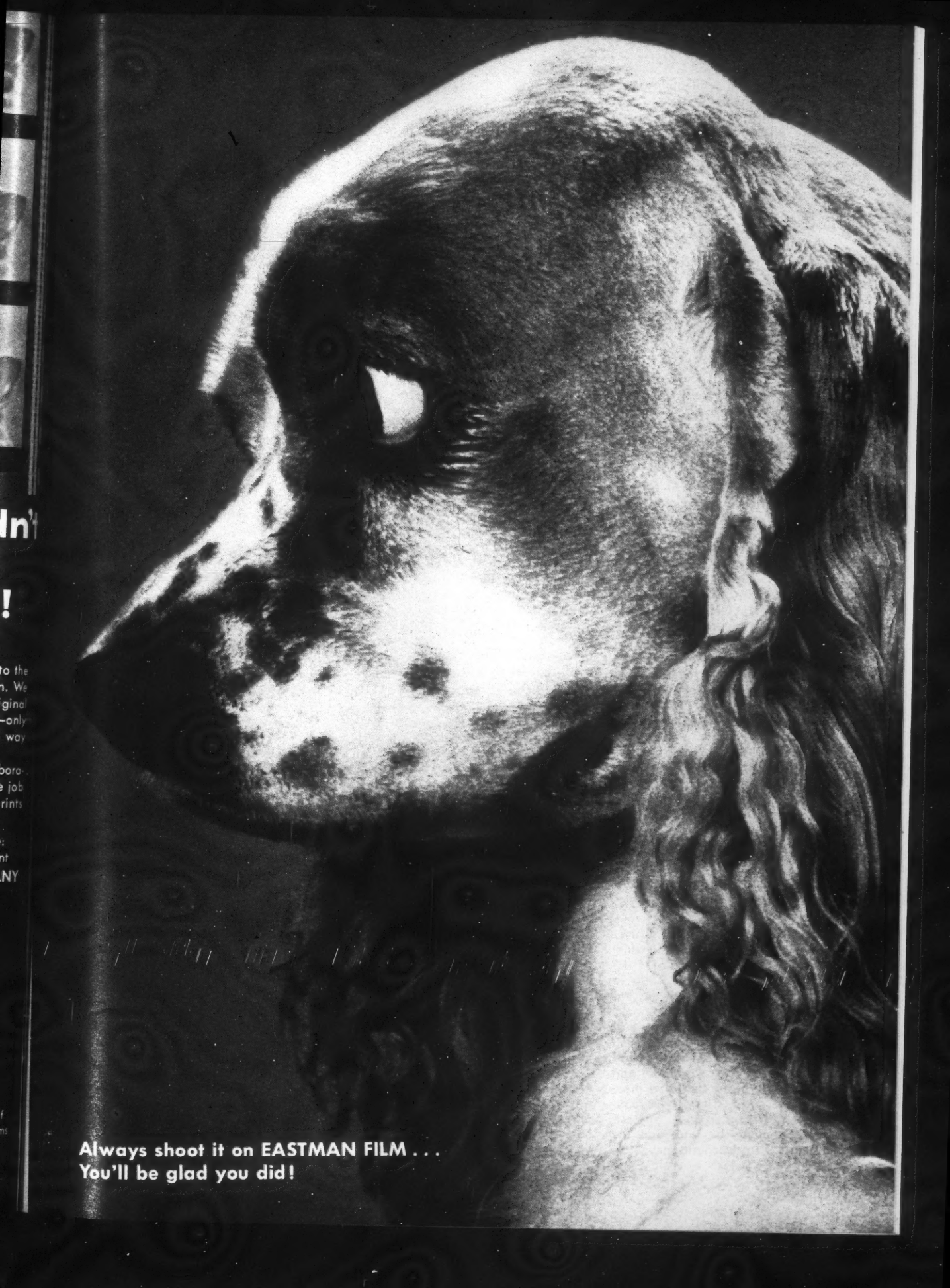
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under "accounts payable," a category usually reserved for trade purposes. The insurance payments were made on the life of Samuel H. Clark, president of AB-PT subsidiary Am-Par Record Corp. and former president and owner of Music Suppliers, Mr. Keelan said. Counsel Robert W. Lishman noted Mr. Clark joined Am-Par in 1955 and as a condition agreed to divest his holdings in Music Suppliers.

Mr. Grimaudo said his examination of the books of Shaw-Ross, a New York department store, showed Mr. Clark had an account there for $2,250 in purchases in 1958-59 and that a check of $777.77 from Music Suppliers was credited against the account. Am-Par spent $309 for clothes at the store, including $103 for a suit for Ronnie Granger, identified as a disc jockey, he added.

Gordon J. Dinerstein, vice president, Music Suppliers, Boston • Mr. Dinerstein said he joined Music Suppliers in 1947 or 1948, became vice president in 1955 and holds 25 shares (25%) of the firm, 15 shares of which is held in escrow along with his undated resignation as vice president, both as security against his "jumping" the company and going elsewhere. Harry Carter, president, holds the other 75%, he said.

Music Suppliers paid disc jockeys to create and maintain goodwill, for record promotions at record hops and for listening and evaluating records, but not for airing them on stations, he said. He denied he talked with WBZ Boston disc jockey Dave Maynard to agree on some "innocent purpose" for which payments to Mr. Maynard could be explained.

Mr. Dinerstein admitted he and Mr. Carter acquired 50% of DuMont Record Distributing Corp., also Boston, in June 1958 (same 75%-25% proportion) for $5,600 plus their work in adding new record lines to DuMont's label list, including Epic Records.

Mr. Carter is treasurer of DuMont and the two theoretically have as much say-so in DuMont as Donald DuMont, who owns the other 50%, but doesn't exercise it, he said.

Mr. Dinerstein said he, Mr. Carter and Mr. Clark had made personal short-term high-interest loans of $15,000 in October 1956 and $25,000 in January 1958 to Verve Records, but that the loans were carried on the books of Music Suppliers for the purpose of recouping principal and interest (10% in 1956 and 25% in 1958) in the form of records from Verve at 10% and 25% respectively below the usual price to distributors. Mr. Clark was reimbursed, with 10% and 25% interest, by Music Suppliers, he said, and the checks charged to "accounts payable." But Music Suppliers did not get any of the discount benefits since the loans were personal, he said.

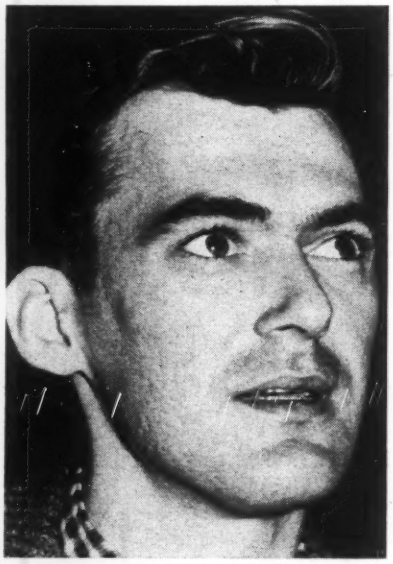
Mr. Dinerstein said he and Mr. Carter made subsequent loans of $18,750 (at 25% discount-interest) and $15,000 (at 20% discount-interest) of the same nature to Verve, making a total of $73,750 for the four loans, with some 40-45,000 albums required for repayment (about $90-$100,000 worth at distributor prices). All the loan agreements were oral and were for only a few months, he added.

Norman Prescott, former WBZ Boston disc jockey, now with Embassy Pictures, New York • Mr. Prescott, whose Feb. 8 testimony to the subcommittee was released last week, admitted accepting $9,955 in payola for which he aired records of four record distributing companies.

Mr. Prescott's testimony largely consisted of assenting to leading questions put by counsel Lishman, who in notifying subcommittee members this would be the form of questioning, said the subcommittee already had confronted the witness with "documentary proof" against him to elicit the answers sought. Mr. Prescott's testimony also was in conflict in some places.

He said he left WBZ and radio in July, 1959 because of disgust with payola conditions and with himself. He said he had accepted payola only 2½ years but had known about it since he entered radio in 1947.

He called payola "almost a big business", but he said he feels most station managers have not been aware it exists.



Planning to quit • Pete Simpson, former disc jockey at WPGC Morningside, Md., was going to quit but his boss beat him to it. He said he didn't like vacuum cleaner commercials.

One form of payola in which stations themselves participate, he said, is in playing records from motion picture soundtracks in exchange for purchase of time on the station to advertise the movie. He said he was ordered to do this as a disc jockey at WHDH Boston and WBZ. WHDH put such an order on the announcers' bulletin board, he said, while at WBZ he was instructed by "Mr. Fitzpatrick," an account executive, to play records from a movie.

He said he was moved to suggest a station promotion involving Lester Lanin (BROADCASTING, Feb. 15) after a "pep talk" by Paul O'Friel, WBZ manager, who was seeking promotion "ideas." He said disc jockeys were ordered to play Mr. Lanin's music on Epic records so WBZ wouldn't have to pay "musicians."

Mr. Prescott said he accepted money from Music Suppliers for playing the latter's records on the air, but was able to pick out—from the company's list of labels—records he would have played anyway.

He said he was forced to play Top 50 lists and said methods of making up the list are "implausible," varying with each station. He felt payola was a prime factor in establishing such lists. Mr. O'Friel, he said, instructed him and George W. Givens, former musical director, to promise record companies in New York that WBZ would "lay on" records donated to WBZ's library (BROADCASTING, Feb. 15). "Just fill up the room!" he quoted Mr. O'Friel as ordering.

Exclusive Rights • Mr. Prescott charged that while he was a disc jockey at WORL Boston, pressure was used by WHDH Boston (through disc jockey Bob Clayton) against record companies, distributors and recording stars to get exclusive airing on Mr. Clayton's show to the detriment of other Boston stations and disc jockeys. He said WHDH did this by refusing to play records that had been aired on other stations. WHDH once announced on the air during one two-week period that it had exclusive rights to play certain records.

He said he "lived with" this condition almost three years. Once other disc jockeys held a meeting with distributors to try to break down the WHDH exclusivity, he said, but distributors only "listened, smiled" and continued the practice. He called RCA Victor "one of the worst offenders."

Mr. Prescott said he didn't believe rock and roll music would ever have gotten on the air without payola.

The witness acknowledged receiving $5,515 in payola from Music Suppliers, $3,690 from DuMont Record Distributing Corp., $200 from Mutual Distributors and $550 from Records Inc.

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General view of Squaw Valley, site of the 1960 Winter Olympics

THE FAME of the Beeline country becomes international as the VIII Olympic Winter Games move into Squaw Valley, just a few wave lengths away from KOH, the Beeline station in Reno.

It's estimated that 40,000 daily visitors will see the Games — a huge bonus in potential listeners. However, all year around, the Beeline area is rich in listeners for Beeline advertisers. And these listeners have more effective buying income than Maine, Vermont and New Hampshire together.*

As a group, Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

**Sales Management's 1959 Survey of Buying Power*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER, NATIONAL REPRESENTATIVE

IKE REAPPOINTS COMR. LEE

Senate has to approve move for 2nd term

President Eisenhower last week nominated Republican Comr. Robert Emmett Lee to serve a second seven-year term as a member of the FCC. The reappointment, 133 days before the expiration of his present term June 30, goes first to the Senate Commerce Committee for action and then must be approved by the full Senate.

Comr. Lee, who often is more prone to express his views outside the sanctum of executive Commission meetings than most of his colleagues, first received a recess appointment to the FCC in October 1953. After a spirited debate, he was confirmed the following January by a 58 to 25 vote.

The newly reappointed commissioner joined the FCC from the House Committee on Appropriations, for which he was director of surveys and investigations. Prior to that, beginning in 1938, he was a special agent for the FBI. In 1941 he was made administrative assistant to Director J. Edgar Hoover and subsequently was appointed chief clerk of the FBI. He joined the House committee in 1946 after that body asked the FBI for help in organizing its professional staff.

During the present investigations of television, Comr. Lee has not been hesitant in making public his recommendations to help improve the situation. While the House Legislative Oversight Subcommittee was investigating quiz programs last fall, Comr. Lee sent up a legislative proposal that programs be labeled as to content. He also has advocated at one time or another during the investigations:

Commission sanctions short of license revocation; conditional or probationary licenses and licenses for a duration of more than three years; direct regulation of networks; adoption of the NAB Tv Code as part of the FCC rules with sanctions for violations; close inspection of sale applications, possibly with automatic hearings on all stations sold before the expiration of the first three year license period, and credentials for radio-tv personalities.

In July 1956, Comr. Lee was appointed FCC defense commissioner and he never misses a chance to push Conelrad and civil defense before meetings of broadcasters. He was the first member of the FCC appointed by President Eisenhower for a full term. When he was sworn in Oct. 6, 1953, the Republicans gained a majority on the Commission for the first time.

Comr. Lee, a native of Illinois, will be 49 years old March 31. He is married and has three children.

At the front • Robert E. Lee, nominated for new term last week, has been the FCC's defense commissioner. As such he has spent much time traveling to military bases. In this picture he had just returned to Stewart Air Force Base, Newburgh, N.Y., after a jet demonstration flight.

SEC EXTENDS BAN

Skiatron stock trades further suspended

Arthur Levey, president of Skiatron Electronics & Television Corp., described in detail stock transactions he has made over the past four years at the Securities & Exchange Commission last week. He also told of the ordeals of trying to pioneer in pay tv. The SEC has extended a trading ban on Skiatron stock through Feb. 26 and is seeking a stop order at its continuing hearing (BROADCASTING, Jan. 18, 25). The SEC charges that Skiatron failed to register adequate and accurate information which would provide prospective investors with sufficient knowledge of the company.

Mr. Levey said he had loaned Matthew M. Fox, whose Skiatron of America holds promotion rights to the parent company's pay-tv system, some 206,000 shares of stock. The SEC claims these shares were pledged as collateral to raise cash from loan companies which sold them when Mr. Fox defaulted. This would violate SEC registration regulations, according to its attorneys. Mr. Levey disclaimed knowledge that Mr. Fox' stock had been sold at the time of registration, although he said his attorney, Kurt Widder (who had testified earlier), had reported to him that Mr. Fox should be cautioned to be sure he was following SEC regulations since he was not giving the attorney requested information concerning the borrowed stock.

Mr. Levey testified that Matthew Fox had become associated with him in 1954 and had been highly recommended as a man "with the ability to swing multi-million dollar deals." He said he had lent Mr. Fox the stock to raise money because Mr. Fox was "going into an important aspect of this pay-tv business, one in which he might possibly need several million dollars." In October 1957, Mr. Levey said he lent Mr. Fox 50,000 shares in connection with a deal with Horace Stoneham, president of the San Francisco Giants. He said Mr. Stoneham still retains the stock. The negotiations with Mr. Stoneham were for closed-circuit cable pay tv broadcasts of Giant's ball games, Mr. Levey said (BROADCASTING, July 27, 1957). Mr. Fox reportedly still has agreements for such pay tv programming, as well as others with Walter O'Malley of the Los Angeles Dodgers and impresario Sol Hurok.

Mr. Levey also told of circumstances surrounding the sale of some 130,000 shares of unregistered Skiatron stock to his friends, relatives and two men he did not know. He said he had checked with these people at the time the SEC proceedings began and that most of them told him they were holding the stock.

Under cross-examination by his counsel, Julian Jawitz, Mr. Levey said he had made an average salary of $100,000 a year between 1921 and 1939 in the movie industry. Since he founded Skiatron in 1949, he said, his salary has been a maximum $10,000 and that for large periods of time, he received no salary. He further stated he works seven days a week, averaging "at least 10 hours and often more" a day, and has

Meeting delayed

The Senate Commerce Committee's "round table" conference with FCC and FTC, broadcasters, networks, advertisers and agencies—scheduled last Friday—has been postponed to 10 a.m. March 1, Chairman Warren G. Magnuson (D-Wash.) announced last week. The reason: Not enough senators were able to be present last Friday.

Red Russia's railroads get the green light

If you think the great era of railroad building is gone, you should see Russia today!

The Russians are feverishly building new railroads . . . improving existing trackage . . . adding modern equipment — electric and diesel locomotives, roller-bearing cars, automatic coupling, welded rail and plenty of new and improved rolling stock.

And while Russia's railroads are by no means up to American railroad standards, they're moving ahead fast.

* * *

In the United States, by contrast, public policies tend to reflect indifference to the railroads, while they encourage railroad competition.

Railroads are burdened with overregulation and discriminatory taxation — while their competition uses highways, waterways and airways built and maintained by the government.

* * *

The railroads ask no special favors. All they ask is the equality of treatment and opportunity fundamental to the American concept of free enterprise. Granted this, the public would then be *assured* of the efficient, low-cost rail service which a dynamic economy and national defense demand.

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON 6, D. C.

taken no vacation during a period of 11 years.

He said that pay tv plans over-the-air had not been abandoned and that Westinghouse had perfected the technical aspects which are ready to operate as soon as the FCC gives approval. He claimed that an independent report from Stanford U. said the Skiatron system was superior to the two other pay tv systems. Skiatron's current project is a "crash program" of implementing wire pay tv, he said. But he told SEC attorney Frederick Moss, the company does not now have the money to carry these plans through.

NARBA vote slated for Senate tomorrow

Majority Leader Lyndon Johnson (D-Tex.) has scheduled Senate votes tomorrow (Tuesday) on the North American Regional Broadcasting Agreement and a separate international treaty on broadcasting with Mexico. A two-thirds majority is necessary to approve the pacts.

The NARBA agreement was signed by the U.S., Canada and several Latin American countries in November 1950, while the Mexican treaty was signed in January 1957. In reporting both agreements unanimously 10 days ago, the Senate Foreign Relations Committee said that "national interest will be injured" by further Senate delay in ratifying the two broadcasting treaties (AT DEADLINE, Feb. 15).

NARBA has received full industry support in recent years but that part of the Mexican treaty prohibiting U.S. stations from operating at night on Mexican clear channels is opposed by the Daytime Broadcasters Assn.

Another FCC look at WXTV ownership

The FCC last week said that it wants to take another look at a corporate change in ownership of ch. 45 WXTV (TV) Youngstown, Ohio—approved routinely two months ago by the Broadcast Bureau. Assignment of the construction permit from Community Telecasting Co. to WXTV Inc. (both owned by Sanford A. Scharitz and Guy W. Gully) was set aside.

Ch. 33, WKST-TV Youngstown, had petitioned the Commission for reconsideration, challenging the permittees legal and financial qualifications. The FCC dismissed the WKST-TV petition as moot, but said it would consider the charges just the same. WKST-TV has been on the air since 1953; WXTV was granted in 1955 but has never been on the air.

Lane's BMI protest dismissed by FCC

The FCC last week dismissed on procedural grounds a protest by Burton Lane, president of the American Guild of Authors and Composers, seeking divorcement of station ownership with BMI stock.

Mr. Lane had asked the Commission to deny license renewals to 563 radio stations until their owners divested themselves of all BMI stock ownership. He also requested that the FCC order a general investigation and hearing into alleged payola on BMI-broadcaster-owned music (BROADCASTING, Jan. 11).

The Commission announcement last week said that all information brought to its attention "which bears on the qualifications of broadcast licensees . . . will be studied to determine what action, if any, is warranted."

The Lane proposal met violent opposition by KSAN San Francisco, WAAF Chicago, and KXO El Centro, Calif., all of whom claimed that it was "jurisdictionally defective" since none of the stations were served with the protest within the 30-day period provided by Commission rules.

C-P, Lever deny commercials misled

Two major advertisers denied last week that tv commercials which demonstrated qualities of Palmolive Rapid-Shave and Pepsodent toothpaste were false or misleading.

Both asked that the complaints, filed against them by the Federal Trade Commission last month, be dismissed.

Colgate-Palmolive Co. stated that its sandpaper demonstration of the "moisturizing" qualities of its Rapid-Shave shaving cream were not deceptive. The company said that a mockup of plexiglass and sand was used instead of real sandpaper because of technical limitations of the tv camera.

It reported that the challenged commercials have been permanently abandoned.

Colgate-Palmolive also asserted that it has continuously submitted sample advertising and tv commercials to the FTC, had voluntarily made suggested changes, and had actually demonstrated to an FTC representative that Rapid-Shave could in fact be applied to shave sandpaper. It reported that the FTC agent had performed the demonstration to his "apparent satisfaction."

The company argued that "the use of mockups or other properties to effect lifelike representations of objects is necessarily of widespread use in the entire television industry given the technical limitations on accurate reproduction inherent in the medium . . ." It added that the FTC has approved this practice provided there is no material deception.

Lever Denies Deception • A similar response was made by Colgate-Palmolive's agency, Ted Bates & Co.

Lever Bros. and its agency, Foote, Cone & Belding, denied that the tv commercial for Pepsodent toothpaste purported to prove that Pepsodent is effective in removing tobacco stains from the teeth of all smokers.

The FTC complaint charged that the Pepsodent tv commercial implied that the toothpaste was effective in removing tobacco stains from the teeth of all smokers. The commercial showed a cigarette "smoking machine" depositing a yellow smoke stain on enamel ("like the hard surface of your teeth"). When the enamel was brushed with Pepsodent and rinsed, the stain disappeared.

Lever Bros. contended that the challenged commercials have not deceived or misled the public or unfairly diverted trade from competitors.

The advertising agency and William H. Bambrick, account executive in charge of the Lever Bros. account, maintained that the commercials were "true and accurate" but in any event they acted in good faith and with due care.

These are the first answers to the four complaints issued by the FTC last month against four of the nation's largest users of tv advertising. The other two were Standard Brands and Aluminum Co. of America.

Guterma, Everleigh draw sentences, fines

Former Mutual President Alexander L. Guterma was sentenced last week to 4 years and 11 months in a federal prison and fined $160,000 for stock fraud.

Robert J. Everleigh, a business associate of Mr. Guterma, was sentenced to two years and 11 months and fined $10,000 and two of Mr. Guterma's personal holding companies—Conficor Inc. and the Chatham Corp.—were fined a total of $130,000. New York Federal Judge Lloyd F. McMahon refused to set bail for the two men, pending appeal.

The defendants were convicted last Jan. 27 (BROADCASTING, Feb. 1). Specifically they were found guilty of conspiring to defraud the government by wilfully failing to file necessary reports with the Securities & Exchange Commission and the New York Stock Exchange that would have disclosed the looting of company assets and the rigging of stock transactions by insiders. Violations occurred between 1956 and 1958 when Mr. Guterma headed

F. L. Jacobs Co., a holding corporation.

Mr. Guterma faces three more criminal indictments. One is in Washington on charges of failing to register as an agent of the Dominican Republic when he headed MBS and two in New York for failing to comply with SEC registrations. Mutual is not involved in Mr. Guterma's predicaments.

Eight uhf channels assigned Ala. for etv

The FCC on Feb. 18 finalized its rulemaking and amended the tv table of assignments to add eight uhf channels for educational use in Alabama. The Commision made the following allocation changes:

Reserved *ch. 29 (formerly commercial) in Andalusia, in addition to its present vhf *ch. 2; reserved *ch. 48 (formerly commercial) in Birmingham, in addition to its present vhf *ch. 10; deleted commercial ch. 14 and substituted ch. 77 in Clanton; reserved *ch. 18 in Demopolis and *ch. 19 in Dothan (both formerly commercial); added *ch. 21 to Florence by deleting it from Gadsden where it was commercial; added *ch. 24 to Munford in addition to its vhf *ch. 24 in Sylacauga for commercial use; and added *ch. 24 to Tuscaloosa for educational use.

These eight uhf assignments, the Commission pointed out, augment the three vhf and four uhf channels now reserved for educational use in Alabama. The Alabama Educational Television Commission operates three stations, all vhf; the four uhf channels are not yet in use.

The Commission, in making the assignment said it was initiated by Alabama's "indicated interest in additional educational channels to spark the expansion . . . of its present educational network . . . to provide for total educational tv coverage of the state by a two-program-channel network."

Mich. channel switch

The FCC had a new thought last week on its proposed rulemaking to add a v to the Grand Rapids-Kalamazoo, Mich., area. Originally, the Commission, which offered two plans on the proposal, sought to substitute ch. 3 for ch. 9 in Alpena, ch. 7 for ch. 13 at Cadillac, ch. 9 for ch. 7 at Traverse City, and add ch. 13 to Grand Rapids from Cadillac.

Now the FCC would substitute ch. 6 (instead of ch. 3) for ch. 9 in Alpena. It feels that this move would cause less interference to service provided by Canadian stations. April 19 is the date set for filing comments on this and the original proposals.

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Continental Oil Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

Clears' duplication proposal clarified

In answer to a petition for clarification by the Clear Channel Broadcasting Service, the FCC last week issued a supplement to its notice of further proposed rulemaking to duplicate 23 clear channels with additional nighttime service.

In its notice, the Commission stated that the individual merits and deficiencies of each application for unlimited time assignment on a particular channel in certain designated areas would be thoroughly studied. Consideration would be given to the nighttime interference which would result from each proposed operation to the dominant station on the channel, the notice said.

Interested parties were informed that they could include in their comments (1) the general interference situation which would result from implementation of the plan; (2) the approximate pattern of nighttime utilization of any particular channel under the plan; and (3) proposed engineering standards for the limitation of nighttime co-channel interference to Class I-A stations under this plan or any other involving nighttime duplication of the clear channels.

Comments are due on April 1. In the clarification, Comr. Robert T. Bartley abstained from voting.

'Ex parte' rears head in WSPA-TV rehearing

Two South Carolina uhf stations got specific last week in a third move to subpoena correspondence between ch. 7 WSPA-TV Spartanburg, S.C., and CBS-TV. Last month, the Commission quashed an earlier subpoena as too broad (BROADCASTING, Jan. 18). Chief Hearing Examiner James Cunningham has denied a second request (BROADCASTING, Feb. 8).

WAIM-TV Anderson and WGVL (TV) Greenville charge that Walter J. Brown, chief owner of WSPA-TV, made *ex parte* contacts with members of the FCC in the 6-year-old case. In their latest request, the uhf stations cited a July 1954 letter from Mr. Brown to CBS referring to "a long talk with Chairman [Rosel] Hyde." They also charged that Mr. Brown stated in the letter he planned to talk with the then FCC chairman "again next week after he has conferred with his colleagues and legal people."

It is perfectly reasonable to believe, WAIM-TV and WGVL maintained, that Mr. Brown also had *ex parte* contacts with other commissioners.

The case began in 1954 when the FCC granted WSPA-TV permission to move its transmitter and increase power. The court of appeals has remanded the case back to the Commission.

Crutchfield gives FCC his pay tv views

The general manager of a string of southern television stations has told the FCC that pay tv would be "a very lucrative thing," but not in the public interest.

Charles H. Crutchfield, general manager of Jefferson Standard Broadcasting Co. stations, made known his view during comparative proceedings involving Jefferson and three other applicants (High Point Television Co., Southern Broadcasters Inc., both High Point, and TriCities Broadcasting Co., Greensboro, all North Carolina) for a ch. 8 construction permit in Greensboro-High Point-Winston-Salem, N. C.

One of Jefferson's licensees, WBTV (TV) Charlotte, N.C., became involved (along with affiliates of all three networks) in a 1958 scuffle with Skiatron Television & Electronics Corp. when it editorialized against pay tv. The editorials drew protests from James M. Landis, Skiatron counsel, who complained to the Commission that they were "biased." WBTV told the FCC that it has wired toll tv proponents offering free time to them to tell their side of the controversy but that none had accepted the offer (BROADCASTING, June 9, 1958).

Mr. Crutchfield made clear to the Commission that Jefferson's position against pay tv was unchanged. He said that viewers purchased their tv receivers with the understanding "that programming would be free to them." However, he said, if the FCC "should authorize pay tv, we would start telecasting . . . on the air pay television."

Under a pay tv system, Mr. Crutchfield asserted, "we could make at least as much income as we now derive from our commercial system and we would spend considerably less money."

Jefferson Standard Broadcasting Co. owns WBT (AM) and WBTV (TV) Charlotte, WBIG Greensboro, both North Carolina; WBTW (TV) Florence, S.C. and has minority interests in WFMY-TV Greensboro, N.C.

Tv channel switches

The FCC last week invited comments to its proposed rulemaking looking toward shifting the educational tv reservations in Kalamazoo, Mich., from ch. 74 to ch. 46. Channel 46 is now allocated for commercial use in Kalamazoo. Western Michigan U. petitioned for the change.

Two other requests for tv channel assignments are pending before the Commission: WACO Waco, Tex., for the assignment of ch. 12 to that city and KNOT Prescott, Ariz., for the assignment of ch. 7.

WACO said that its request is in line with current proposals and rulemaking for vhf drop-ins at reduced mileage separations. The proposed ch. 12 assignment would be 174 miles from KXII(TV) Ardmore, Okla., and 165 miles from KONO-TV San Antonio. Both operate on ch. 12. Using a 500-ft. tower and 316 kw, it would cause no greater interference to any existing station than would be caused if it operated at the full 190-mile separation with maximum antenna and power, WACO stated.

Claims in ad raise question of tv grant

Advertising doesn't always pay, Helena Tv Inc., Helena, Mont., learned when the FCC set aside its Dec. 29, 1959 grant for a new tv station on ch. 10.

In explaining its action, the Commission cited an advertisement Helena Tv Inc., also a catv operator, ran in a local paper. The ad blamed the Commission for holding up progress on construction of its new tv station by withholding permission to transmit signals of two Spokane stations on the catv system.

"This reduces our income materially," the ad said, "and makes our plans to subsidize the operation of a tv station economically impossible."

In a letter to the Helena company, the Commission "noted the contingencies upon which construction of your station is predicated." As a result, FCC said, "substantial questions" have been raised concerning Helena Tv's financial qualifications.

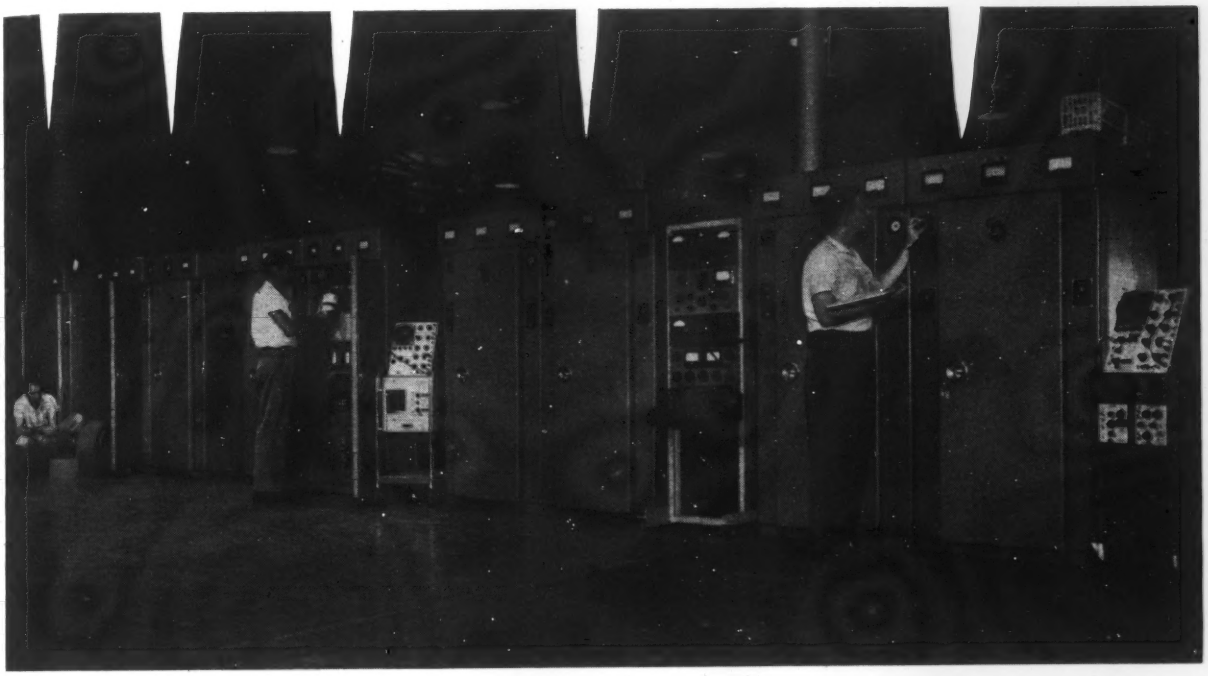
• Government briefs

Rulemaking out • The FCC last week denied a petition and amendment by Blythe Telecasting Co. for rulemaking to assign ch. 25 to Blythe, Calif. The petition was defective in that the proposal conflicted with the ch. 25 assignment at Sonoita, Sonora, Mexico. At the same time, the Commission, on request by J. Patrick Beacom, dismissed without prejudice his petition for rulemaking to assign either ch. 14 from Lake Wales or ch. 15 from Ocala, to Fort Pierce, all Florida.

Wants new ID • WNEM-TV asked the FCC to waive Sec. 3.652(a) of its rule to permit station identification as Bay City-Saginaw-Flint, Mich. WNEM-TV presently identifies as Bay City-Saginaw.

Conditioned grant • The FCC on

More and more stations are going Continental



for reliable transmitter remote control . . .

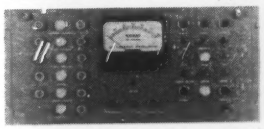
Recently delivered to five 50 KW stations,* these Continental 316B 10 KW auxiliary transmitters are shown in factory test.

Selected for their reliability in unattended operation, these transmitters are also fully equipped for instantaneous Conelrad operation by studio remote control.

Continental's patented "Regulinear" modulation system provides an extremely clean on-the-air signal, and the use of all semi-conductor power supplies assures stable and dependable operation.

Studio Control Unit

Continental's Type TRC offers simplified logging with a single meter; all-relay pushbutton control of one or two transmitters. System may be operated over a single phone line, is ideally suited for directional stations. Write for details.



Transmitter Control Unit

Specialist in High Power Remote Control Systems

*station names on request

Continental Electronics
MANUFACTURING COMPANY
4212 South Buckner Boulevard · Dallas 27, Texas · EVergreen 1-1135
SUBSIDIARY OF LING-ALTEC ELECTRONICS, INC.

Feb. 17 granted the Georgia State Board of Education a construction permit for an educational tv station to operate on ch. 9 in Savannah, Ga. The Commission conditioned that any electrical interference resulting from WTVM(TV) operating on ch. 9 in Columbus, Ga., must be accepted by the board. The board earlier asked the Commission to waive Sec. 3.610 of its rules when the FCC granted a cp to WTVM whose transmitter site is four miles short of 190-mile separation from the board's transmitter site. (BROADCASTING, Feb. 15).

Cut the gab • The FCC has announced new regulations for the citizens radio service to eliminate unnecessary talk and transmissions over wide areas in that band. Class D stations, effective March 15, are limited to five consecutive minutes of conversation with another outlet, to be followed by a silent period of at least two minutes. The stations, designed to cover only very short distances, also would be required to contact stations within their groundwave coverage area only. The new FCC rules specifically prohibit transmission of music or any material intended for amusement.

Grant protest • The FCC on Feb. 18 granted a protest by KLIX-TV Twin Falls, Idaho and stayed a Dec. 22, 1959 grant to Idaho Microwave Inc. pending a hearing. Idaho Microwave had been granted fixed microwave stations to carry programs of KSL-TV, KCPX-TV and KUTV(TV) all Salt Lake City, into Twin Falls for distribution via catv.

Extends time • The FCC has extended time for filing comments on the amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal from Feb. 8 to April 11. The Commission also extended the time for filing reply comments from March 9 to April 25. NAB had petitioned for the time extension.

Cp granted • The FCC has granted a construction permit to the Wheeler County Translator System, Wheeler County, Tex. for a new tv translator station on ch. 80. The new station will repeat programs of KVII (TV) Amarillo (ch. 7).

Microwave space • The FCC has amended its administrative rules to permit am and tv stations to use 942-952 mc for studio-to-transmitter aural microwave links. Similar action was taken a year ago in Part 2 of frequency allocation rules. The latest action makes both sections uniform, the Commission said.

THE MEDIA

'59 TV NETWORK BILLING UP 10.7%

All three show increases as record year hits $627 million

The tv networks' gross time billing last year totaled over $627.3 million. This was an increase of 10.7% above the 1958 level of $566.5 million.

The new record high in gross billing found each of the networks faring well individually. ABC-TV continued to gain momentum during 1959, its gross up 22% above 1958. CBS-TV had top billings in 1959, its $266.3 million-plus representing an increase of 7.5%. NBC-TV's over $235.2-million billing reflected a 9% gain.

The billing figures were released late last week by Television Bureau of Advertising. They are compiled by Leading National Advertisers-Broadcast Advertiser Reports and represent advertiser purchase of time on the networks computed at the one-time rate.

In day parts, the largest billing increase was reported in daytime hours when advertisers in 1959 purchased $203,103,778 worth of time at the one-time rate, an increase of 17.7%. Nighttime network billings for 1959 were $424.2 million, a gain of 7.6%.

December Input • In December 1959, ABC-TV came up with over $13.2 million in gross billing, an increase of nearly 27% over the same month of 1958. CBS-TV neared $24 million for the month, a gain of 4.8%; NBC-TV had over $21.4 million in December, a 4% increase.

For the combined network total, December was second to October as the top billing month in 1959. More than $58.6 million in gross billing was recorded. December was the highest grossing month for ABC-TV and CBS-TV (October was the high mark for NBC-TV).

Earlier in February, TvB President Norman E. Cash had reported that network and spot tv (national and regional) gross billing was "in excess" of $1.24 billion in 1959, an increase of about 15% over gross time purchases of the year previous (BROADCASTING, Feb. 15).

NETWORK TELEVISION GROSS TIME BILLINGS

Source: LNA-BAR

	DECEMBER			JANUARY-DECEMBER		
	1958	1959	% Change	1958	1958	% Change
ABC-TV	$10,466,104	$13,280,610	+ 26.9	$103,016,938	$125,665,324	+ 22.0
CBS-TV	22,836,275	23,935,048	+ 4.8	247,782,734	266,355,269	+ 7.5
NBC-TV	20,636,442	21,453,811	+ 4.0	215,790,729	235,290,937	+ 9.0
TOTAL	$53,938,821	$58,669,469	+ 8.8	$566,590,401	$627,311,530	+ 10.7

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	9,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
September*	8,724,938	21,196,220	18,525,685	48,446,843
October	12,537,020	23,610,441	22,883,291	59,030,752
November*	13,103,250	23,458,970	21,765,361	58,327,581
December	13,280,610	23,935,048	21,453,811	58,669,469

* Figures revised as of 2/10/60

LNA-BAR: Gross Time Costs Only

NETWORK TELEVISION GROSS TIME BILLINGS

by

DAY PARTS

	DECEMBER			JANUARY-DECEMBER		
	1958	1959	% Change	1958	1959	% Change
Daytime	$19,275,466	$18,398,853	— 4.5	$172,490,627	$203,103,778	+17.7
Mon.-Fri.	16,070,574	14,951,298	— 7.0	146,139,992	171,243,799	+17.2
Sat.-Sun.	3,204,892	3,447,555	+ 7.6	26,350,635	31,859,979	+20.9
Nighttime	34,663,355	40,270,616	+16.2	394,099,774	424,207,752	+ 7.6
TOTAL	$53,938,821	$58,669,469	+ 8.8	$566,590,401	$627,311,530	10.7

LNA-BAR: Gross Time Costs Only

HARMONIOUS MEET
NBC-TV affiliates board approves plans

Enthusiastic approval of NBC-TV's projected summer and fall programming was voiced by the Board of Delegates representing affiliates at its weekend meeting at Boca Raton, Fla., 14-16.

At an unusually harmonious meeting, the affiliates and network executives, headed by Chairman Robert W. Sarnoff and President Robert E. Kintner, agreed on a number of innovations in sales practices. The delegates also unanimously approved a resolution supporting NBC for the action it had taken in connection with the Jack Paar incident (see page 60) and commended the network for the manner in which it had handled the entire situation.

Tentative arrangements were made for a special meeting of all affiliates Sunday, April 3, 3:30-5 p.m. at the Drake Hotel in Chicago, preceding the NAB convention.

The planned summer schedule was described by affiliates as a "big improvement" with more fresh programming which, in their judgment, should solve the "repeat" problem. Included are a new hour program titled *Summer on Ice*, a new one-hour adventure series and eight new half-hour evening shows.

Hour-Long Openings • In considering proposed fall programming (LEAD STORY, Feb. 15). The affiliates expressed general support of NBC-TV's plan to open prime evening time with hour-long shows (7:30-8:30 p.m.). Also described was the "inventory" of NBC-TV's programming department (under David Levy, vice president, network programs and talent) containing some 26 "projects" (series on the drawing board) and from which NBC-TV might draw for scheduling in 1960-61 or the season after.

Plan for convention-election coverage this year (to be handled again by Chet Huntley and David Brinkley) were reviewed by William R. McAndrew, vice president, news and public affairs.

Several affiliate proposals dealing with station break and other time availabilities resulted in improvements for stations. NBC agreed to a request for two additional daytime minutes, at 3:30 p.m. and 4:30 p.m. EST.

Request for a nighttime minute before the last network nighttime show (prior to the Jack Paar late show) was not resolved but the network agreed it would provide four minutes per week, beginning in the fall, with a reasonable co-op fee. Similarly, NBC agreed to make available additional nighttime minutes during the summer with rea-

2-State Sales for Half-State Costs!—

WWTV AREA RETAILERS OUTSELL THOSE IN HAWAII AND ALASKA COMBINED!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Imagine it! Retail sales are greater in the Cadillac-Northern Lower Michigan area than those in the states of Hawaii and Alaska *combined*!*

And most important, *you need only WWTV, Cadillac* to get complete, effective coverage of this area. WWTV is the *only station* with daily circulation in all of Northern Lower Michigan's 36 counties (NCS No. 3). NSI (November, 1959) for Cadillac-Traverse City shows that *WWTV delivers more homes than Station "B" in 344 of 352 competitive quarter hours surveyed, Sunday through Saturday.*

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of Michigan worth having. *If you want it all, give us a call!*

**Combined annual retail sales for Hawaii and Alaska are currently $809,033,000. WWTV area sales are $809,795,000.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF-RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name — title/position
company name
address
city — zone — state
Send to home address — —

* Occupation Required

sonable co-op fees.

Affiliate delegates attending the session were Jack Harris, KPRC-TV Houston, chairman; Edwin K. Wheeler, WWJ-TV Detroit, and Robert W. Ferguson, WTRF-TV Wheeling, vice chairmen; A. Louis Read, WDSU-TV New Orleans; Marcus Bartlett, WSB-TV Atlanta; Harold Grams, KSD-TV St. Louis; Joseph H. Bryant, KCBD-TV Lubbock, and Richard O. Dunning, KHQ-TV Spokane.

Present for NBC, in addition to Messrs. Sarnoff and Kintner, were David C. Adams, senior executive vice president; Walter D. Scott, executive vice president, tv network administration; George D. Matson, vice president and treasurer; David Levy, vice president, tv programs and talent; Alan Courtney, vice president, nighttime programs; Don Durgin, vice president, tv national sales manager; William R. McAndrew, vice president, NBC News; Hugh M. Beville, vice president, planning and research; James A. Stabile, vice president, standards and practices; Thomas E. Knode, vice president, station relations; Donald J. Mercer, director, station relations, and Stephen Flynn, sales service manager.

NAB seminar deadline

NAB will close book March 1 on applications for its second annual executive development seminar at the Harvard Graduate School of Business Administration. The broadcast seminar, to be held July 10-22, will be under the academic direction of Dr. J. Sterling Livingston, of the school. William P. Gormbley Jr., assistant dean in charge of the advanced management at Harvard, will be administrative director.

Top management executives at radio-tv stations are eligible to apply. Cost will be $575, including tuition, teaching materials, and room and board. One application will be accepted from a station and not over two from an organization. Applications must be sent to NAB Washington.

Half of car radios on during peak hours

Half of all auto radios are turned on during peak listening periods, with a low tune-in of 36%, between 6:30 a.m. and midnight, according to a survey conducted in the Washington, D.C., metropolitan area by Doug Bailey Advertising, of suburban Kensington, Md.

A significant finding of the survey, based on 4,035 completed interviews of radio-equipped cars, was this: 39.7% of those who listen in the automobile do not listen at home.

The survey was conducted in January by Auto-Audits, a Doug Bailey subsidiary. It was described by the agency as the first major auto study in the area.

"The 39.7% of those who listen to the radio in the cars but do not listen at home represents an important and until now unmeasured audience," Mr. Bailey said. He termed power, frequency and transmitter location as well as programming format, the key elements in auto-radio listening. Teen-agers, when present, are important in selection of stations even when an adult is driving, he added, but the auto audience is primarily adults 35-45 years old.

Peak listening weekdays to auto radios starts during the 6:30-7 a.m. period, the survey shows, averaging around 50% tune-in. It drops to a low of 35.9% 12:30-1 p.m., quickly picking up by 4 p.m. to 47.8% and dropping to 40.7% at 6-6:30 p.m. "In some car pool situations the radio sometimes is not turned on," according to William Lee Mockbee, media director of the agency.

On weekends the Saturday morning auto audience runs around 46%, dropping at noon to 37.7% and rising to 45% at dinnertime. Sunday noon the audience starts with 44% tune-in and drops to a low of 37.5% at 6 p.m.

Radio-tv majors at colleges conducted the interviews, contacting only autos with antennas.

Detroit deadline • Pictured above is not the city room of a metropolitan daily but the new and complete newsroom of WWJ-AM-FM-TV Detroit. With all modern paraphernalia of a modern newspaper and a 12-man staff, the station has increased and strengthened a news department which won 12 major awards in the past two years in Michigan Associated Press Broadcasters competition. The newsroom consists of 1,272 square feet, and features the traditional horseshoe of news desks. James F. Clark, WWJ news director (center with bow tie), supervises eight newscaster-reporters, a two-man newsreel crew and a news copy clerk, a team covering six southeastern Michigan counties—more than 3,600 square miles. AP and UPI news services are used among others. Over 100 civic leaders, sponsor, agency and press representatives attended the official opening of WWJ's newsroom.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval.*

• KICN Denver, Colo.: Sold by Don W. Burden to Technical Broadcasting Corp. for total of $575,000 (CLOSED CIRCUIT, Jan. 18). Technical Broadcasting Corp. is headed by John R. Clark, president of Technicolor Co., Hollywood. Mr. Burden bought KICN in 1958 for $200,000 plus 10-year lease of transmitter site and building for another $200,000. KICN operates on 710 kc with 5 kw.

• KFMU (FM) Los Angeles and KFMW (FM) San Bernardino, both Calif.: Sold by Sherrill Corwin to Rogan Jones for $225,000 and $100,000 respective. Mr. Jones owns KVOS-AM-TV and KGMI-FM Bellingham, Wash. KFMU is on 97.1 mc with 58 kw. KFMW is 99.9 mc with 31 kw.

• KXLR North Little Rock, Ark.: Sold by J.M. Sanders and associates to Devane Clarke, Charles Rutherford and James K. Dodson, all Dallas, Tex., businessmen, for $215,000, with $40,000 in cash and the remainder payable over 10 years. Mr. Clarke is former chairman of Clarke, Dunagan and Huffhines Inc., Dallas advertising agency.

• WBIL Leesburg, Fla.: Sold by Duane McConnell and Clyde T. Hodgson to Thompson K. Cassel for $87,000. Mr. Cassel owns WATS Sayre and has interests in WBRX Berwick and WCHA-

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

ARE YOU BREAKING YOUR OWN HEART?

The normal heart is a remarkably strong and durable organ. But to protect and conserve its strength for years to come, you should guard against certain "enemies" of the heart.

Above all, control your weight. Overweight is probably the worst and most insidious enemy of your heart. Excess weight serves no useful purpose. It is simply a burden—and the more overweight you are, the more likely you are to impair your heart's efficiency.

Eat sensibly. If you do put on unnecessary weight, let your physician prescribe a diet that will take it off slowly . . . from two to three pounds a week. And after you've brought your weight down to normal, you should make every effort to keep it there—permanently.

Work off tension. Many people who develop high blood pressure—which puts a strain on the heart—are tense, hard-working individuals. They should learn to work off tension.

When you feel tensed-up, try physical activity—work in the garden, take a long walk or do something that you really enjoy. Any diversion helps relieve tenseness. In fact, anyone who works under constant strain should probably have a definite schedule for daily rest and relaxation.

So, get enough rest and try to take it easy. Every bit of relaxation you get gives your heart a chance to relax, too.

Avoid over-exertion and fatigue. After middle-age, it's wise to avoid sudden or strenuous activities to which you are unaccustomed. But reasonable activities that don't leave you huffing and puffing are usually good and safe for your heart.

Even when the heart has been damaged, it usually mends itself through rest and skilled medical care.

In fact, about four out of every five people recover from their first heart attack—and many of them recover fully enough to enjoy many useful, active years.

If you give your heart the care that it deserves—including regular health examinations—it may serve you well for many long years.

Metropolitan Life
INSURANCE COMPANY©
A MUTUAL COMPANY, 1 MADISON AVE., N. Y. 10, N. Y.

AM-FM Chambersburg, all Pennsylvania. WBIL is 1 kw daytime on 1410 kc. Broker was Paul H. Chapman Co.

• KLOO Corvallis, Ore.: Sold by Robert G. Beattie and Dale K. Allison to William C. Hurley for $70,000. Mr. Hurley is with the Chicago office of Paul Raymer Co. KLOO is 250 w on 1340 kc. Broker was Hamilton-Landis & Assoc. Inc.

• WABT Tuskegee, Ala.: Sold by J. Dige Bishop and associates to James Wilder for $57,000. WABT operates on 580 kc with 50 w, daytime. Broker was Paul H. Chapman & Co.

• WSRA Milton, Fla.: Sold by James C. Smith to Fred Davis, owner of WMBC Macon, Miss., for $50,000. WSRA is on 1490 kc with 250 w. Broker was Paul H. Chapman Co.

• WSUH Clewiston, Fla.: Sold by Francis Denmead to William Finch for $47,500. WSUG operates on 1050 kc with 250 w, daytime. Transaction was handled by Paul H. Chapman & Co.

• KSFE Needles, Calif.: Sold by Barney Fitzpatrick to Grant Holcomb, David Shuirman and Frank Strauss for $35,000. Mr. Holcomb is a CBS announcer in Hollywood. His associates are CBS engineers there. KSFE is 250 w on 1340 kc. Transaction was handled by Jack L. Stoll & Assoc.

APPROVED • *The following transfers of station interests were among those approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 80).*

• KPAM and KPFM (FM) Portland, Ore.: Sold by Stanley M. Goard and others to Chem-Air Inc. for $200,000. Purchaser is William E. Boeing Jr. who is in airline and other businesses. He owns KEDO Longview, Wash. and, with his mother, KIDO Boise, Idaho.

• KMIN Grants, N.M.: Sold by John Blake and David Button to Grants Bcstg. Inc. for $127,000. Purchasers are Tom E. and Tolbert Foster, 20% each, and others. Messrs. Foster own KDET Center, Tex. and have minority interests in KGUN-TV Tucson, Ariz.

• KGEI Belmont, Calif.: Sold to Far East Bcstg. Inc. for $105,000. Purchasers are John C. Broger, Robert H. Bowman and William J. Roberts. Mr. Broger is deputy director, Armed Forces Information & Education. Mr. Bowman is in advertising, as is Mr. Roberts. KGEI is an international broadcast station directing programs to Central and South America. Comr. Robert T. Bartley abstained from voting.

• WJPB-TV (ch. 5) Weston, W.Va.: Sold by J.P. Beacom to Thomas P. Johnson (47.5%) and George W. Eby (2.5%). Messrs. Johnson and Eby are exercising options agreed to when Telecasting Inc. dismissed its competing application for ch. 5 in Weston. Transaction involved Mr. Beacom surrendering 120 (out of 270) shares of stock to purchasers plus $85,000 for an additional 100 shares of new stock. Mr. Johnson paid $95,000 for 237½ shares and Mr. Eby $5,000 for 12½ shares. Mr. Johnson is president of Telecasting Inc. (WENS (TV) Pittsburgh).

STATE RADIO-TV HEADS MEET

Self-regulation, 1960's on Feb. 24-25 agenda

Forty-six states and Puerto Rico will be represented at the fifth annual Conference of State Assn. Presidents, to be held Feb. 24-25 in Washington under NAB auspices. Since Nevada and Alaska do not have associations, final representation may be complete, according to Howard H. Bell, NAB assistant to the president in charge of the conference.

Ways to make self-regulation of broadcasting work efficiently will be taken up at the conference. NAB staff executives will give a report on "Broadcasting in the Sixties." Taking part will be John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Douglas A. Anello, chief counsel, and Vincent T. Wasilewski, government relations manager.

President Harold E. Fellows will deliver the keynote address. A series of state reports will be presented. These include: "Projects and Activities," John C. Cooper Jr., WJRD Tuscaloosa, Alabama Broadcasters Assn.; "The Right to Advertise," Carlton Dargusch Jr., Ohio Assn. of Broadcasters; "The Right to Know," Elby Stevens, WFST Caribou, Maine Assn. of Broadcasters; "State Promotion," Charles B. Brakefield, WREC Memphis, Tennessee Assn. of Broadcasters, and "The Personnel Placement Bureau," Jack Gilbert, KHOL-TV Holdredge, Nebraska Broadcasters Assn.

The second day will include a report on the Freedom of Information Center at the U. of Missouri by Dr. Paul Fisher, its director; a defense briefing session by FCC Comr. Robert E. Lee, Lewis Berry, assistant director of Office of Civil & Defense Management, and David E. Driscoll, WCBS New York, National Industry Advisory Committee program chairman. Mr. Wasilewski will participate. John M. Couric, NAB pub-

AM-TV — **$750,000**

2 TV stations and 2 radio stations in one package. Includes microwave pickups for major network programming on both TV stations. Terms: $150,000 cash and balance over 10 years.

NORTHWEST — **$450,000**

Powerful old line fulltimer in one of the top markets in the area. $125,000 cash. Balance on very favorable terms.

SOUTH — **$250,000**

Fulltimer in one of the most desirable large markets in the country. Has shown great improvement in the past year and still climbing. $60,000 will handle with a liberal payout.

FLORIDA — **$95,000**

Daytimer in coastal growth area. Small profit but with much potential, especially for an owner-operator. $25,000 cash will handle.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

lic relations manager, will speak on the Voice of Democracy contest.

FCC Comr. John C. Doerfer will address the second day's luncheon. Mr. Fellows will moderate a roundtable winding up the conference. Delegates will attend the Voice of Democracy luncheon Feb. 24, with Rep. Daniel K. Inouye (D-Hawaii) as speaker.

Registered from state associations are these representatives:

John C. Cooper Jr., WJRD Tuscaloosa, Ala.; Thomas Chauncey, KOOL-AM-TV Phoenix, Ariz.; Kermit L. Richardson, KBOK Malvern, Ark.; Richard P. Hogue, KXTV (TV) Sacramento, Calif.; Al Ross, KGEK Sterling, Colo.; Walter C. Johnson, WTIC Hartford, Conn.; Harvey C. Smith, WDEL Wilmington, Del.; Lawrence A. Rollins, WSIR Winter Haven, Fla.; Ralph N. Edwards, WWGS Tifton, Ga.; Gene Shumate, KRXK Rexburg, Ida.; Bruce Dennis, WGN Chicago; Jos. M. Higgins, WTHI Terre Haute, Ind.; Paul A. Loyet, WHO Des Moines, Ia.;

Thomas P. Bashaw, KFH Wichita, Kan.; J. Francke Fox Jr., WGLN Harlan, Ky.; Thomas G. Pears, KVOL Lafayette, La.; Elby Stevens, WFST Caribou, Me.; Jason T. Pate, WASA Havre de Grace, Md. (includes D.C.); Herbert L. Krueger, WTAG Worcester, Mass.; Elmer A. Knopf, WFDF Flint, Mich.; Robert T. DeHaven, KYSM Mankato, Minn.; Joseph W. Carson, WOKK Meridian, Miss.; C.E. Breazeal, KCMO Kansas City, Mo.; Jack Gilbert, KHOL-TV Kearney, Neb.; Frank B. Estes, WKXL Concord, N.H.; Francis J. Matrangola, WCMC Wildwood, N.J.; Virgil A. Parker III, KRSN Los Alamos, N.M.; Paul Adanti, WHEN-TV Syracuse, N.Y.; Robert R. Hilker, WCGC Belmont, N.C.;

John W. Boler, KXGO Fargo, N.D.; Thomas A. Rogers, WCLT Newark, and Carlton S. Dargusch Jr., Columbus, Ohio; Tom Johnson, KTOK Oklahoma City, Okla.; Ray Johnson, KMED Medford, Ore.; Cecil Woodland, WEJL Scranton, Pa.; Milton E. Mitler, WADK Newport, R.I.; Edward L.B. Osborne, WBCU Union, and Louis Neale, WBEU Beaufort, S.C.; Donald D. Sullivan, WNAX Yankton, S.D.; Charles B. Brakefield, WREC-AM-TV Memphis, Tenn.; Joe M. Leonard Jr., KGAF Gainesville, and Jim Hairgrove, KBRZ Freeport, Texas; Reed Bullen, KVNU Logan, Utah; Carlos F. Zezza, WCFR Springfield, Vt.; Thomas P. Chisman, WVEC-TV Hampton, Va.; James W. Wallace, KPQ Wenatchee, Wash.; C. Leslie Golliday, WEPM Martinsburg, W. Va.; Mig Figi, WAUX Waukesha, Wis.; Roy Marsh, KRAL Rawlins, Wyo.; Venture Lamas Jr., WKAQ San Juan, P.R.

Ford Foundation gives $2.5 million for etv

Grants and appropriations totaling almost $2.5 million in support of educational radio and television were announced last Friday (Feb. 19) by the Ford Foundation.

Heading the list was an appropriation of $1.1 million to be used for further development of educational tv, particularly as a means of direct instruction in schools and colleges. A grant of $.5 million was made to the National Educational Television & Radio Center's new international exchange division to expand the exchange of educational and cultural radio programs between the U.S. and countries throughout the world (under the grant the Broadcasting Foundation of America will integrate its operations with NETRC's new division). Other grants were made to the National Educational Assn. ($350,000); National Bureau of Standards ($23,000); Purdue Research Foundation ($500,000 for studies and teacher recruitment by the Midwest Council on Airborne Television).

We Repeat:— It Sure Is A Happy New Year

For **CHANNEL 10** Rochester, New York

According to The Latest Nielsen Report:

CHANNEL 10 Carries **11** of Rochester's **TOP 12** Programs!

1.	THE TEXAN	53.0
2.	GUNSMOKE	50.5
3.	HAVE GUN, WILL TRAVEL	50.0
4.	FATHER KNOWS BEST	47.3
5.	SEA HUNT	46.5
6.	DENNIS THE MENACE	46.1
7.	ED SULLIVAN SHOW	45.4
9.	PERRY MASON	43.2
10.	TIGHTROPE	42.5
11.	MR. LUCKY	41.3
12.	WANTED, DEAD OR ALIVE	40.8

Afternoons and Evenings, when TV Audiences are Largest, **CHANNEL 10's** Share is

56% Noon to **6:00 P.M.**

54% **6:00 P.M.** to Midnight

"10" Has The LARGEST Share-of-Audience Over-all, Sign-On To Sign-OFF!

**Nielson 4-week Survey, Oct. 12 to Nov. 8, 1959*

CHANNEL 10

ROCHESTER, N.Y.

(WVET-TV • WHEC-TV) CBS BASIC • ABC AFFILIATE

THE BOLLING CO. INC. • NATIONAL REPRESENTATIVES • EVERETT-McKINNEY, INC.

PAAR VS. NBC-TV
Network wins as they kiss and make up

The Jack Paar-NBC *cause celebre* has collapsed quickly. Early last week NBC announced that Mr. Paar conferred in Florida with Board Chairman Robert W. Sarnoff and President Robert E. Kintner and would return to his network show on March 7. He had walked out Feb. 11 during the taping of his show for that night, indicating he was not about to return.

The contract with Mr. Paar remains as before. It runs through the fall of 1962, and provides the performer with two weeks' vacation after each 11 weeks of show ministering and a choice of Monday nights off totaling five days in each quarter. In addition to the contract, there were other things preserved or assured:

• Preserved was NBC's stand that it must assume full responsibility of what goes over the network. "No censorship concessions" were granted, NBC observed, and Mr. Paar will operate under the same policies and rules that bind all performers with the network.

• Apparently assured are advertising revenues the Paar show grosses for NBC-TV. Last year the program brought in approximately $12.8 million in gross billing, and it's estimated the show will gross in excess of $4 million this quarter.

The Action • Mr. Paar, unhappy because the network had deleted from the preceding night's show what it considered an off-color joke, went before the Feb. 11 taping session prepared to take a walk. He did so after informing the audience of his intention. The network decided to run the tape as it was without editing, with Hugh Downs, announcer on the show, who usually fills in on the vacation periods, taking Mr. Paar's place (AT DEADLINE, Feb. 15).

Mr. Sarnoff and Mr. Kintner were in Boca Raton the following weekend attending a meeting of the Affiliates' Executive Committee (see story, page 55). Mr. Paar had left New York for his "vacation retreat" in Florida. Last Tuesday, the NBC executives and Mr. Paar met. The performer in a prepared letter said he was aware of his contractual obligations, had acted hastily and on "impulse" and was sorry if the action embarrassed the network and himself. Mr. Kintner said the network asked him to return and was delighted on his acceptance to return after a three-week vacation.

A CBS-owned station, WCBS New York, editorially supported NBC's stand on the Paar incident that "the broadcaster, whether he is a network or a station operator, must assume the final responsibility to the public for the quality of his programs," and that "no amount of breast-beating and public soul-searching by an individual performer can alter the right of a network to control its own programming." To WCBS' surprise the morning 5 - minute - 40 - second editorial (aired at 8:15 a.m.) drew a vote of listener confidence. A later airing of the editorial at 8:15 p.m. didn't evoke a similar response but the results were academic since news reports of Mr. Paar's return had already been made known.

The peacemaker & the pacified • Jack Paar with his wife as the NBC-TV entertainer told how she helped bring about reconciliation with NBC, and promise of his return to the *Tonight* show on March 7.

Letter from Ike

President Eisenhower added his plaudits to those of the *Printers' Ink* awards jury which cited Dr. Frank Stanton of CBS for his contributions to advertising. The President noted that "the broadcast industry has grown so fast in recent years that its road has not always been free of pitfalls, nor its way ahead surely marked. But you have clearly discerned from the beginning the potentials for good that it possesses. And you have accepted the responsibilities commensurate with those potentials."

A little regulation must lead to a lot

A warning that any government regulation of tv programming could lead to total regulation of tv and to influence over all media was sounded last week by Dr. Frank Stanton, president of CBS Inc.

Dr. Stanton's remarks were made at a luncheon meeting in New York last Thursday (Feb. 18), at which he received the annual advertising gold medal award presented by *Printer's Ink*.

He stressed that in any move by government to regulate tv programming, there would be "no practical way to stop its total regulation." He explained there is "the difficulty of drawing the line between what is cultural, what is entertainment and what is informational." Dr. Stanton added:

"Once the government tells three television stations in a city what they must broadcast, how long does anyone suppose it would be before the government also tells the only newspaper in town what it must print? Most metropolitan centers in the United States have more competing television stations than competing mass circulation dailies. It would be as logical to seek constitutional reforms to impose government standards on newspapers, because their number is limited by economics, as to regulate programming on television stations because their number is limited by the spectrum."

He rejected the idea of government supervision as "the wrong, the precipitous, the penny-wise, pound-foolish way of seeking improvement." The major part of the burden in solving tv's problems, he asserted, rests with the broadcasters. Television, he said, will fulfill its highest capacities when it realizes the objectives and values of all the people, respecting minorities as well as the majority.

America's modern way of doing business

1000 records a day—no longer a shipping problem for one of the world's largest transcription companies.

Look what Raleigh ships by Air Express in one day!

Raleigh makes transcriptions—recordings of advertising commercials and pre-recorded programs to be broadcast from many radio stations. There's no margin for error—one slip-up and the sponsor doesn't get what he paid for. Only AIR EXPRESS gives Raleigh Records receipted, on-time delivery—overnight . . . coast-to-coast. The big difference is AIR EXPRESS dependability. It's the nation's most complete air-ground shipping service. One phone call arranges everything—and AIR EXPRESS rates are low. Use AIR EXPRESS—jet-age wings of modern marketing—and you're FIRST TO MARKET . . . FIRST TO SELL.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

KJEO-TV

Central California's #1 Prime Time Station with proof from the viewers themselves:*

Channel

47

Fresno

7

*ALL 7 DAYS A WEEK

DELIVERS MORE VIEWER HOMES FROM 6 to 10 P.M.!

(Source: Current ARB with 34.8 Rating)

Yet KJEO-TV rates are right with the lowest in the area. See your H-R Representative early for your best prime time buys.

KJEO channel 47

Fresno, California

J.E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm—Commercial Manager
See your H-R representative H-R

SUMMERTIME AT WTOP-TV

New rate card has two-season schedule

Acknowledging the differential in summer and winter viewing, WTOP-TV Washington on March 1 puts into effect its new rate card No. 11 which spells out one rate schedule for the 39 weeks of fall-winter-spring and a lower schedule for the 13-week summer period starting with the third Sunday of June.

The new winter rates include increases for spot announcements ranging from 12½% to 25% above those now contained in card No. 10. Summer spot rates in card No. 11 are approximately the same as those now in card No. 10. Program rates in winter go up in the new rate card too, but considering the new lower summer rates, the 52-week cost for the year-round advertiser will remain the same as in card No. 10.

Sales Manager Robert A.J. Bordley said the new summer-winter schedules were devised by John S. Hayes, president of the Washington Post Broadcast Div., as an answer to the summer season problem. He explained it is more realistic to the seasonal advertiser in terms of viewer coverage and is also equitable to the same degree to the 52-week advertiser.

WTOP-TV's winter availabilities have been running about 90% sold out and summer at least 60%, with one-half of the latter representing 52-week business, it was estimated.

The current top one-time one-hour rate of $1,800 for WTOP-TV will remain the same in the new card for winter, since virtually all the AAA time falls in the evening network option period anyway. A summer top hour rate of $1,650 is specified for AAA time. Other AAA program rates follow this pattern.

It's in the other program categories where the summer-winter differential and 52-week averaging pattern can be found. For instance, class AA time, 10:30-11 p.m., the one-time one-hour rate in current card No. 10 is $1,250. In new card No. 11 it will be $1,175 in "Season No. 1" (13 weeks, summer) and $1,275 in "Season No. 2" (39 weeks, winter). In Class D time, 12:30 a.m.-10 a.m., one-hour one-time now costs $400. In new card No. 11, it will cost $375 summer and $425 winter.

Spot Increases • The spot announcement schedules incorporate the most changes. The one-minute sound-on-film spot rate for AAA time, now $400, goes to $500 for winter and $400 summer. But, again, since this is evening network option time, virtually no availabilities ever occur. In the class AA time (Monday-Friday 7:59-8:29 p.m., Sunday 6:59-7:29 p.m. and daily 10:31-11 p.m.), the one-time one-minute rate is now $400. In new card No. 11 it goes to $450 winter, $400 summer. With all possible discounts, the minute spot will be $270 winter, $240 summer. In class C time (9:59 a.m.-5:59 p.m. and 12:31-1 a.m. daily), the one minute S-O-F spot now runs $125 one time. In card No. 11 it goes to $150 winter and $125 summer. With all discounts it will be $66 winter, $55 summer.

There is no summer-winter differential for minute spots in class D time (sign-on to 9:59 a.m. and 1:01 to sign-off daily) or change from the current rate: $80 one-time, $28.16 all discounts.

Ten-second ID's, now $200 one-time in AAA time, go to $250 winter, $200 summer. Class C time ID's, now $50 top, go to $60 winter, $50 summer. With all discounts, they'll run $21.12 winter, $17.60 summer.

There will be no seasonal differential for participating minutes or ID's in *The Late Show* or *The Late Late Show*. In *The Late Show*, a minute of 20-second spot continues $200 one-time top to $88 with all discounts; ID's $75 top, $26.40 all discounts. In *The Late Late Show*, minutes and 20-seconds continue $80 top, $28.16 all discounts; ID's, $40 to $14.08.

Newest CBS policy draws Butler protest

CBS last week announced a political broadcasting policy designed to avoid duplication of a candidate's exposure on two or more networks or stations at the same time and immediately drew the fire of Democratic National Chairman Paul Butler.

The network's Editorial Board set forth new ground rules prohibiting saturation purchases during political campaigns that "would significantly diminish the choice by viewers or the listening public among programs." CBS announced that it would not accept any paid political program intended for simultaneous broadcast on two or more networks or two or more tv stations in a city in which CBS owns a station.

The new policy applies only to purchase of time for political purposes and does not preclude simultaneous broadcast of events of "clear national or local experience," the network said. For example, CBS stated that an address by the President, in inauguration or a speech by a governor or

'Charge it'

Bad debts from advertising are no longer a problem at WEEL Fairfax, Va. (a Washington, D.C. suburb). The station's billing and collection problems are handled by Central Charge Service, Washington. At the end of a billing period, Central Charge (a consumer credit organization with over 900 member businesses) pays WEEL for advertising carried, bills the station's clients and handles collections, including those of overdue accounts.

mayor (on the local level) would not be covered by the new policy.

Mr. Butler, in a Thursday (Feb. 18) wire to CBS Inc. President Frank Stanton, said that he was "shocked" by the CBS decision. "We consider your policy to be illegal, unjust and discriminatory to the Democratic Party," he said. He continued:

"It is the opinion of the Democratic Party that all paid political programs in a presidential campaign are of the utmost 'national and local significance' . . . We are making concurrently a request upon the FCC and appropriate committees of Congress to consider this policy and to take appropriate steps to prevent its application in the 1960 presidential campaign."

Mr. Butler maintained that a major political party, under the CBS policy, would be denied "equal opportunity to present its views to the vast CBS audience" to answer presidential speeches with political overtones if the party also purchased time on another network.

• Rep appointments

• KAVL Lancaster, Calif.: John E. Pearson Co. as national representative.

• WOHO Toledo, Ohio: Grant Webb & Co.

• WCKR Miami: Daren F. McGavren Co., N.Y.

• WALA-AM-TV Mobile, Ala.: The Bolling Co., N.Y.

• Southeastern Key Market Network (radio stations in 11 southern states): Grant Webb & Co., N.Y.

• WAME Miami, Fla.: Avery-Knodel Inc.

• WGAT Gate City, Va.—Kingsport, Tenn.: C.K. Beaver & Assoc., Memphis and Atlanta as southern sales representative.

• WSIL-TV Harrisburg, Ill.: The Meeker Co., N.Y.

"We're a conservative, close-mouthed agency, but let me tell you"...

Mona Lisa
LEONARDO DA VINCI (1452-1519) — Florentine School

K-NUZ is the No. 1* BUY in HOUSTON...

AT THE LOWEST COST PER THOUSAND!

*See Latest Surveys for Houston

24-HOUR MUSIC AND NEWS

AIMS

National Reps.:
THE KATZ AGENCY, INC.
• New York
• Chicago
• Detroit
• Atlanta
• St. Louis
• San Francisco
• Los Angeles
• Dallas
IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

'ESQUIRE'S' RADIO-TV UNIT

New division to buy broadcast properties

Esquire Inc. has created a radio and television division that will seek "immediately" the acquisition of properties. The move by Esquire, primarily a publishing house, was described by its president, John Smart, as being in accord with Esquire's expansion and diversification. He also announced that Barry Sherman, operations manager and assistant to the president, WITH Baltimore, will head the division as managing director.

MR. SHERMAN

A spokesman for Esquire, which is headquartered in New York, said last week that it was too early to determine the direction of the new division but acknowledged that Esquire would concentrate first on radio stations "possibly in the Southwest." The firm publishes *Esquire* and *Coronet,* both monthly magazines, and *Gentlemen's Quarterly* which appears eight times yearly, claims to be the largest producer of educational films through Coronet Instructional Films, a division, and owns real estate (through Garland Court Properties, another division which operates a 24-story building in Chicago). A newly-acquired subsidiary, Scott Publications Inc., handles stamp catalogs and publications.

Mr. Sherman's 21-year broadcast background includes a nine-year association with WSCR Scranton and WBRE Wilkes-Barre, Pa., and with WRVA and WLEE in Richmond, Va. His sports connections include general manager of the Baltimore Bullets in the Eastern Professional Basketball League, and organizer and former head of a similar franchise in Scranton.

It's talk, not records at KMOX noon-7 p.m.

KMOX St. Louis announced last week that it will drop all weekday afternoon record programs. An all-information format will replace the record shows effective next Monday (Feb. 29) from noon to 7 p.m.

Robert Hyland, CBS Radio vice president and general manager of the station, said the elimination of record programming during the peak audience time is designed to "broaden and widen the scope and function of radio."

The new KMOX format will be a combination of present CBS network features plus local features both old and new. Highlighting the afternoon will be a series called *At Your Service*, which will be heard from 3:05 to 7 p.m. Most station personalities will work on the program which will feature interviews with civic or business personalities, news, celebrity interviews, special events, reviews and sports. The station's Saturday and Sunday format, which does contain record programs, will remain essentially the same.

Metropolitan income hits new record high

Record levels in 1959 of $16,543,422 in sales and a net income of $1,416,108 for Metropolitan Broadcasting Corp. were reported last week by John W. Kluge, chairman and president. Stressed in Mr. Kluge's statement was a rapid rise in sales and earnings over the past three years.

Sales stood at more than $14.4 million in 1958 and over $10.2 million in 1957. Net income was at $302,035 in 1958 and $243,460 in the year prior. Earnings per share have gone up from 16 cents in 1957 to 20 cents in 1958 to 91 cents in 1959. There are a total of 1,549,012 shares outstanding in Metropolitan which operates WNEW-AM-FM-TV New York; WTTG (TV) Washington, and WHK-AM-FM Cleveland; and—but not included in the 1959 summary — WIP - AM - FM Philadelphia; KOVR (TV) Stockton-Sacramento, Calif.; WTVH (TV) Peoria, Ill. (acquired this month).

• Media reports

Etv's growth • WPIX (TV) New York, has discovered that there are currently 494,370 New York public school children per week utilizing the station's telecasts of the Regents Educational Television Project. The record number of pupils is the total obtained in a survey conducted by the Div. of Educational Communications of the State Education Dept. The etv classes started on WPIX 16 months ago with an initial 20,000 pupils per week. New York parochial and private schools and schools in Connecticut, New Jersey and Pennsylvania using the tv classes were not included in the survey, it was pointed out.

Budget guide • Radio Advertising Bureau Inc., N.Y., has issued a pocket-sized book designed to give local radio salesmen a handy sales reference in building business from retail and service advertisers. Titled "Retail Ad Budget Guide," the compact report details the average "percentage of sales" invested annually in advertising by sellers in 52 different retail and service businesses. RAB points out that the guide can be used to help in one of the following ways: create advertising budgets, for retailers who now spend nothing; expand advertising budget, for retailers currently investing less than the national average for their category, and to advise on existing ad budgets by using the booklet as a ready source of information.

New am for NW • The newest am station in Washington is KARI Blaine, just below the Canadian border. KARI is owned by Birch Bay Bcstg. Inc. George A. Wilson and L.N. Ostrander are principal stockholders. It operates with 500 w on 550 kc and went on the air Feb. 1.

NABET loses WDOE • National Assn. of Broadcast Employes & Technicians has been decertified as bargaining agent for all employes of WDOE Dunkirk, N.Y., according to National Labor Relations Board. Nine employes voted against the union, one voted to retain it.

New CBS station • WCMI Ashland, Ky.-Huntington, W.Va., will affiliate with CBS radio, effective Feb. 29. WCMI, owned by WCMI Inc., is on 1340 kc with 250 w. Henry G. Grad is general manager.

MBS Chicago • WAIT Chicago, daytime-only independent outlet, has signed as exclusive Chicago affiliate of the Mutual Broadcasting System. The station operates with 5-kw-D on 820 kc.

Color survey • A telephone survey completed by WFBM-TV Indianapolis, shows that more than half of that city's color tv set owners made their purchases within the past year, while 30% purchased within the last six months. Made under the supervision of John Hurlbut, WFBM-TV promotion director, the survey's sample represented 200 completed calls selected at random the week of Feb. 8. The survey also showed that color set owners are "enthusiastic . . . and generally satisfied with color tv set service."

New ABC-TV affiliate • KNBS-TV Walla Walla, Wash., has affiliated with ABC-TV.

KUTE's new sound • KUTE (FM) Glendale, Calif., opened its new studios Feb. 21 with a completely transistorized control center. The station claims that the use of this equipment and the concomitant elimination of vacuum tubes results in higher program fidelity with negligible distortion and background noise. Its transistor equipment was custom built by Stephens Electronics, Burbank, Calif.

HOW SAG-AFTRA WOULD MERGE

Consultant for two unions tells members of advantages consolidation would bring

The idea of a merger of American Federation of Television & Radio Artists and Screen Actors Guild has been enthusiastically and officially endorsed by David L. Cole, national consultant in labor affairs engaged jointly by the two unions to study the feasibility of their consolidation. The favorable action was first indicated last month (BROADCASTING, Jan. 11).

In a summary of his full report sent last week by the SAG board to all of that union's members, Mr. Cole states: "The advantages of merger outweigh the disadvantages so strongly that it is inconceivable to me how the persistent desires of the members in favor thereof can be resisted."

Reasons why the merger is desirable, Mr. Cole lists as follows:

1. "It would enhance the bargaining strength of members.

2. "It is the only truly effective means of coping with the recurrent jurisdictional problems.

3. "It would improve the legislative activities of the members by unifying their voice at both the federal and state levels.

4. "It would permit the development and joint administration of uniform pension and welfare plans, thereby giving protection to the employes at the lower earning levels who most need the benefits of such plans.

5. "It would enable the employes to have a uniform residuals program which could be efficiently jointly administered and policed.

6. "Competition for superior wages and working conditions would be eliminated, thereby eliminating a serious cause of friction and instability in the industry.

7. "Except for the temporary period of transition, there are numerous economies that would result which would be reflected in no appreciable increase in the dues or charges of members or in improved service and effectiveness at the same level of income.

8. "Finally, all this could be accomplished without affecting the essential democratic processes now enjoyed in both unions, or the vital control of the segments of the industry over their own conditions of employment—in fact, such an amalgamation would be the proper response to the wishes of the members expressed repeatedly and insistently over a period of many years."

Promptly Worked • Proposing that a merger agreement "be promptly worked out by the members of a Joint Unity Committee," Mr. Cole recommends that:

• The new organization should be named Television, Radio & Screen Actors Guild.

• Its headquarters should be in Hollywood, where the combined membership is much greater than in New York. (In an analysis of changes occurring in membership of both AFTR and SAG since the advent of tv, Mr. Cole found SAG's membership in nine years grew from 7,338, almost 90% in Hollywood, to 13,403, only 70% in Hollywood. From 1952 to 1959, the number of AFTRA members rose from 8,500 to nearly 10,000 with 75% divided almost equally between New York and Hollywood. SAGs' members now earn more from tv [including commercials] than from theatrical entertainment pictures, formerly their exclusive field of employment. Half of SAG's members have another parent union [for 2,425 it is AFTRA]; so do 42% of AFTRA members [2,134 designating SAG].)

• It should be legally a voluntary organization, "with active and financially strong locals in all major cities. The supreme body shall be the convention (to be held annully for two years, biennially thereafter). Locals will elect the 140 delegates on the basis of one delegate for each 150 members.

• An executive council of 70, plus the president and the four vice presi-

AFTRA welfare

The radio-tv-recording industry contributed almost $2.8 million in 1959 to the pension and welfare fund of the American Federation of Television & Radio Artists, according to Donald F. Conaway, AFTRA national executive secretary. Indications are that talent earned about $55 million in 1959, since pension and welfare contributions amount to 5% of earnings.

Mr. Conaway said that welfare claims in 1959 by 985 members or their dependents amounted to $506,000, covering largely medical surgical expenses.

WICU RADIO
WICU STATION A STATION B STATION C
28.9% INCREASE IN DAYTIME AUDIENCE*
A GOOD Station getting BETTER—FAST with the most substantial growth pattern in Northwestern Pennsylvania.
* LATEST PULSE
NAT. REPRESENTATIVE WEED RADIO
"ACHIEVEMENT THRU EXPERIENCE"
WICU ABC RADIO
The dominant adult station
5000-WATTS-1330-ERIE, PA.

dents will make up the governing body. Executive council members are to be elected by the locals for two-year terms, half each year. The executive council will meet at least every four months.

• Officers, elected for two-year terms by the convention, shall be a president, first vice president, three other vice presidents and a secretary-treasurer, all but the last required to be working members. Each vice president will act as a representative of one of the four divisions of TRSAG: Theatrical and Entertainment (all entertainment films made for theatrical or tv exhibition); Television (all live performances or performances recorded in the live manner); Commercials (all tv commercials, live or recorded, and industrial recordings); Radio and Phonograph. The vice president assigned to each division will serve as chairman of the divisional board, to be elected by all the locals involved. The divisional board will select a contract policy committee which, with the vice president and the division executive director, may conduct negotiations.

• Dues must not exceed those now charged by the Los Angeles local of AFTRA, nor initiation fees those now charged by SAG, without special permission of the executive council. Per capita fees at present AFTRA rates will be remitted to the national office.

Mr. Cole notes that their current position as branches of the Associated Actors & Artists of America prevents AFTRA and SAG from working out jurisdictional disputes within the AFL-CIO and forces them to fight out their battles in the open before the NLRB. "This is a most irritating experience," he comments, "leading to unseemly attacks and criticisms of one another. . . . This study was occasioned by such a bitter jurisdictional dispute over video tape . . .

"In my view," Mr. Cole states "the reasons ascribed for opposing merger are secondary to a strong sense of unfriendliness and suspicion which has grown up in the minds of SAG's leadership because of the activities carried on by AFTRA. Aside from the jurisdictional attacks add critical public statements made by AFTRA. SAG still thinks nostalgically of itself as a Hollywood organization of motion picture actors and is fearful of the influence of announcers and of the East as a whole. These fears are now meaningless in practical terms. SAG itself is now a national organization and its members earn more from television than out of theatrical motion picture operations, while AFTRA's membership consists overwhelmingly of actors rather than announcers and its Los Angeles membership is as large as that of its New York local."

FOREIGN TV RULES
Reduce overseas sales of U.S. tv programs

A CBS Films official warned last week of foreign restrictions which reduce further the amount of U.S. tv product that can be sold overseas.

Ralph M. Baruch, director of CBS Films' international operations, said that American advertisers apparently "demurring" at high program costs demand that film distributors "get the difference" abroad. But bearing down on the distributor from the other side of the water "are more barriers [which if] put in the way by short-sighted organizations" can only result in the "exclusion of foreign sales."

That, Mr. Baruch observed, already has happened in the "live" show area abroad.

An alternative to exclusion could be a reduction in program quality, a possible development he decried as "an irresponsible step to take from all points of view."

In Britain, Mr. Baruch told a Radio & Television Executives Society luncheon, tv product is set this way: Independent Television Authority rules permit only 14% of total programming hours on commercial tv devoted to foreign program material. "Out of 50 hours a week, about an hour a day can come from abroad." (ITA claims 12.3% foreign-originated last year and British Broadcasting Corp., which is government-owned, claimed 10% of American origin.)

He indicated also that most available program time and thus the more desirable commercial time in the United Kingdom fall into prime hours, limiting advertiser movement and crowding the number of spots.

Hurdles To Overcome • There are still other restrictive factors. He noted: "CBS Ltd. in England competes with NBC, MCA, Screen Gems, Ziv, ABC, Warner Bros., ITC, sometimes William Morris [talent agency] and others. This has resulted in a buyer's market and a very selective buyer's market at that.

"If the product is not the best available," he continued, "you are faced with the choice of selling or seeing one of dozens of other shows waiting in line to be sold. We are already practically priced out of the international syndication market of live programs."

Mr. Baruch questioned figures released publicly by film firms which claim "X dollars in foreign grosses." Proper analysis, he said, would find the figures don't amount to much on a per country basis and mostly apply to product produced in Great Britain and thus not subject to the quota. (He added though salable at top prices in England, such product "is, to say mildly, a gamble in the American market.")

The CBS Film executive summed up British tv, both commercial and the government-owned BBC, noting that a new company has been picked to program the southwest of England. The firm is to be made up of a number of film concerns including Film Producers Guild and the president of the Assn. of Specialized Film Producers. The new company is expected to begin transmitting in the summer of 1961.

Profit Picture • In a summary of British commercial tv, Mr. Baruch reported that in the 1959-60 season, commercial "program contractors" will net a profit of 23 million pounds ($64.5 million). He said ITA telecasts of American programs (*Wagon Train* is No. 1) beat the BBC opposition.

As painted by Mr. Baruch: American programs sold in Britain cop the ratings, that is, the big audiences for advertisers in that country and this, despite growing restrictions and an already effective quota against U.S. tv imports.

'Play of the Week' adds 8 new outlets

National Telefilm Assoc.'s *The Play of the Week* dramatic series, which faced cancellation a few months ago because of a lack of advertiser and station support, was sold last week in eight new markets. The two-hour dramatic offering now has been sold in ten markets.

The Standard Oil Co. (New Jersey), which was credited with keeping the program on the air after several sponsorless months by buying the series on WNTA-TV New York, has agreed to place the program on WTOP-TV Washington. Commencing Feb. 27. Standard Oil, through Ogilvy, Benson & Mather, New York, has bought 13 taped dramas for showing once a week on a rotating schedule of day and time periods.

In the other seven markets, 39 episodes were purchased by stations. They are WROC-TV Rochester, N.Y.; WRGB-TV Schenectady, N.Y.; WBEN-TV Buffalo; WIIC (TV) Pittsburgh; WBAL-TV Baltimore; KOA-TV Greenville, N.C.; KCOP-TV Los Angeles bought *Play* several weeks ago. On WNTA-TV the series is presented seven days a week but elsewhere it will be carried once a week.

Tanny Guild Films combine operations

The Vic Tanny chain, which operates gymnasium centers across the country, and Guild Films Co. have combined operations. A straight stock transaction will make Mr. Tanny the largest single stockholder in the new corporation. He will serve as chairman and chief executive officer.

The transaction had been in negotiation for the past seven months (BROADCASTING, July 20, 1959).

The Tanny operation, a heavy user of tv, will have access to tv time obtained by Guild Films through barter of its product. Guild will use the newly-available working capital to acquire and produce additional programming. Vic Tanny now owns health-recreation centers in 72 locations in the U.S. and plans further expansion. Under the agreement, Mr. Tanny continues to operate his health-recreation chain from Beverly Hills, Calif., while Guild Films will maintain its activities in New York. John J. Cole, GF's president, continues in that post assisted by Arthur Lerner, who is vice president and treasurer.

Tv banker duties set for Republic Pictures

Plans for financing the production of films for television and theatres at attractive terms and thereby keeping Republic Pictures Corp. facilities busy, were announced last week by Victor M. Carter, president.

Republic definitely has no plans for producing any theatrical pictures or tv shows on its own, Mr. Carter said, nor is the company interested in ownership of any completed films. "Our function is that of a banker," he stated. "We will finance a tv series or theatrical picture for a nominal interest charge plus a percentage of the gross."

Republic will require a guarantee that the money it advances will be repaid in 18 to 24 months, he said. For a tv pilot film, the term will be shorter, probably seven months, but there will be no interest charge in that case. Republic expects to make its money from the use of its facilities—40 acres, with 22 sound stages (and room to build as many others as may be needed, he emphasized)—and its film processing laboratory (Consolidated).

Republic earned $884,882 for the fiscal year ended Oct. 31, 1959, after a write-off of $1,123,216 and $600,000 in federal income taxes, but before $400,000 in preferred stock dividends, Mr. Carter reported. Net income was 24 cents a share on the 2,004,190 shares of common stock outstanding. He said that for the first quarter of the current fiscal year, preliminary reports indicate earnings substantially better than the 6 cents earned in the like period of fiscal 1959, with exceptions of earnings "close to $1 a share of common" for fiscal 1960.

Producers guild seeks company recognition

Television Producers Guild last week sent basic agreements to 26 producing companies asking for recognition as exclusive bargaining representative for all tv producers employed by members of the Assn. of Motion Picture Producers, Alliance of Television Film Producers and the networks. Major provisions called for are: guild security, credits and a residual schedule.

Letter, signed by all TPG board members, describes the organization as "a fraternity of television producers constituted as the sole and exclusive bargaining representative for approximately 85% of the currently active television producers directly employed by your company, subsidiaries and/or member companies of your association, alliance or network."

Ben Brady, TPG president, said residual demands would not be disclosed until they have been discussed with the producing companies. No minimum salary provisions are proposed because the "guild security section will require membership of all tv producers who function as producers . . . and any overall salary schedule would present difficulties at this time to both the guild and the producing companies." As to credits, he said, the guild is asking for solo card credit for the producer, without sponsor identification."

UA cash box jingles to $10 million tune

United Artists Corp. was in receipt of more than $10 million worth of good news from subsidiary United Artists Associated Inc. The figure represents 1959 sales reported by Eliot Hyman, president of UAA, and covers leases to tv stations of motion picture features, cartoons and other products.

The UAA subsidiary distributes films from the Warner Bros. feature library as well as other feature packages and cartoons. United Artists, a motion picture financing company and film distributor, also has UA-TV which co-finances tv film for network sale and syndication. UA additionally is buying Ziv Television Programs, a leading tv film producer and distributor.

WMBD
RADIO
PEORIA

VARIETY
IN
PROGRAMMING
DELIVERS THE
GREATEST
CIRCULATION!

85%

WMBD RADIO
Reaches
85% METRO
PEORIA
HOMES
Every Week!

MORE Than Any
Other Station!

(Source: Pulse July, 1959 CPA Ratings)
REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

RADIO
PEORIA
WMBD

• Film sales

Silent Service (Calif. National Prods)

Sold to WBAL-TV Baltimore; WPSD-TV Paducah, Ky.; WICU-TV Erie, Pa.; WTVU (TV) San Francisco-Oakland; WMBD-TV Peoria, Ill.; WREC-TV Memphis; KCOP-TV Los Angeles; KSWO-TV Lawton, Okla.; WHEN-TV Syracuse, N.Y.

Now in **114 markets.**

How to Marry a Millionaire (NTA)

Sold to Studebaker dealers for WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.

Now in **52 markets.**

Johnny Midnight (MCA-TV)

Sold to Warner-Lambert Pharmaceutical Co., Morris Plains, N.J. for alternate weeks in Boston and Philadelphia; Armour & Co., Chicago, for alternate weeks in Greensboro, N.C.; Liggett & Myers Tobacco Co., New York, for alternate weeks in Greensboro, N.C.; R.J. Reynolds Tobacco Co., Winston-Salem, N.C., in Baltimore; Studebaker Dealers in New Haven; Childs-Big Chain Foods Stores in Texarkana, Tex.

Now in **114 markets.**

Bold Journey (Banner Films)

Sold to WPIX(TV) New York; KUTV (TV) Salt Lake City; KPHO-TV Phoenix; WWJ-TV Detroit; KIMA-TV Yakima, Wash.; WHIO-TV Dayton, Ohio; KOMO-TV Seattle; KVOS-TV Bellingham, Wash.; KVKM(TV) Monahans, Tex.; WNEM-TV Bay City, Mich.

• Program notes

Hitchcock switch • NBC-TV has announced that *Alfred Hitchcock Presents* will move over next season from its five-year stand on CBS-TV. Neither time nor sponsorship was announced by NBC-TV for the half-hour which is seen on CBS-TV Sundays, 9:30-10 p.m., sponsored by Bristol-Myers through Young & Rubicam.

NBC-Aussie pact • Charles Michelson Inc., N.Y., international representative for overseas stations, reports that a contract has been signed with NBC-TV on behalf of stations he represents in Australia, giving them exclusive rights to all NBC-TV news and public affairs programming for three years. Under the pact, at least 87 hours per year of such programming will be taken by the stations. Mr. Michelson earlier negotiated a contract for the CBS newsfilm service.

Spanish for kiddies • WTPA(TV) Harrisburg, Pa., began televising Spanish courses for 6th grade pupils on Feb. 10. The instructor, a Harrisburg housewife who speaks fluent Spanish, is teaching conversational Spanish in 13 telecasts, each 15 minutes long. Arrangements for the telecasts were made by Donald D. Wear, general manager of WTPA (TV) and the local superintendent of schools. The 16 school districts in the area have pooled to buy the facilities (out of pocket expenses for personnel and equipment use). WTPA is donating the time.

Imported series • Aimed at Spanish markets in American cities, WKAQ-TV San Juan, P.R., is readying a taped bilingual program for New York, Detroit, Chicago, Miami, and Los Angeles. Programming will consist mainly of **light musical comedy** for the 39 half-hour shows. The programs will be produced in association with Milton H. Lehr and Lawrence S. Rapport, of Telemundo and International Productions Inc.

KRLA's program plans

Five documentary public service programs have been added by KRLA Pasadena-Los Angeles, which has organized its religious, educational and documentary broadcasts into planned blocks of programming.

Three new programs go into the Sunday morning block: *Spirit of Today* (8:30-9 a.m.), with representatives of different faiths demonstrating the application of the Bible to modern life (also rebroadcast at 11:30 p.m.); *Scope Unlimited* (10-10:30 a.m.), news, interviews and discussions of community issues, and *Seminar* (10:30-11 a.m.), developments in education, discussed by representatives of five Southern California universities and colleges. Remote broadcasts of full services from different churches (9-9:55 a.m.) and (11 a.m.-12 noon) complete the Sunday morning schedule. Other new programs are: *Topic: Youth* (Monday-Friday, 9-9:30 p.m.), salutes to Southland high schools, one each night, with school news, and *California* (Monday-Friday, 11-11:10 p.m.), reports on developments in industry, government and education, presented by selected leaders in each field.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Northeast Louisiana State College, Monroe. One of nine 4-year colleges within our coverage area.

ON RADIO

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 23-26, 29, Mar. 2 (6:30-7 a.m.) **Continental Classroom.**

Feb. 22-26, 29, Mar. 1, 2 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

Feb. 22-26, 29, Mar. 1, 2 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

Feb. 22, 29 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

Feb. 23, Mar. 1 (8:30-9:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Feb. 23, Mar. 1 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

Feb. 24, Mar. 2 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Feb. 24, Mar. 2 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Feb. 25, Mar. 3 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Feb. 26 (8:30-9:30 p.m.) **Bell Telephone Hour,** AT&T through N.W. Ayer.

Feb. 26 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Raymond Spector and Block Drugs through Grey Adv.

Feb. 27 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

Feb. 27 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Feb. 27 (4:30-5 p.m.) **Racing From Hialeah,** Phillies Cigars through Wermen & Schorr.

Feb. 27 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckardt.

Feb. 28 (1:30-2 p.m.) **Frontiers of Faith.**

Feb. 28 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Feb. 29 (10-11 p.m.) **Ponds Presents Paris a la Mode,** Ponds through J. Walter Thompson.

AP moves to improve radio-tv wire service

Steps to improve the Associated Press national broadcast wire were taken last week when the AP Radio & Television Assn. named three subcommittees to examine these areas of operations—general news, sports and features.

Daniel W. Kops, president of the association and president-general manager of WAVZ New Haven and WTRY Troy, N.Y., appointed the subcommittees. F.O. Carver, news director, WSJS Winston-Salem, N.C., was named project chairman.

Others named are: General News—William Garry, WBBM Chicago, chairman; Ed Ryan, WTOP Washington, D.C.; Tom Powell, WDAU-TV Scranton, Pa.; Bill Williams, WSM Nashville; Bill Monroe, WDSU New Orleans; Robert Hardy, WIL St. Louis; Ray Wilson, KFMB San Diego and Gene Shumate, KRXK Rexburg, Idaho. Sports—John Wilson, KONO San Antonio, chairman; Ted Hodge, WENY Elmira, N.Y.; Lou Corbin, WFBR Baltimore; Bill Bryan, KTOK Oklahoma City; Mike Waldon, WTMJ Milwaukee; Purk Purnhage, KLOS Albuquerque, N.M.; Hal Laffoon, KBIS Bakersfield, Calif. Features—Jack Wagner, KNBC San Francisco, chairman; Joseph Pinna, WUSJ Lockport, N.Y.; Everett Rudloff, WJLK Asbury Park, N.J.; Don Murray, WDBJ Roanoke, Va.; Bill Brennan, KOLT Scottsbluff, Neb.; Norman Schrader, WDAY Fargo, N.D. and Mildred Alexander, WTAR Norfolk, Va.

Reports of the subcommittees will be made to the annual meeting of the APRTA board of directors in New York in September.

One-minute programs

In support of a growing trend toward use of one-minute program features on radio, a new company, Radio Programming Inc., New York, announced last week it is offering stations five one-minute shows. The company is located at 143 W. 51st St., New York. Telephone is Judson 6-3860.

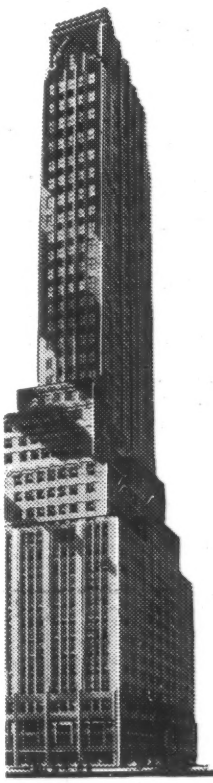
The company is distributing 50-second tapes (with 10 seconds open for commercial) of *Capsule Conversations* with Bess Myerson, a discussion of fashions and beauty; *A Moment of Beauty* with Janie Douglass, hints set to words and music on make-up, hair care, etiquette and diet; *Teen Talk* with Joanie Winters, tips to teen-agers contained in original songs; *Friendly Freddy* with Mort Lawrence, featuring safe driving and car care hints in a humorous vein, and *Miniatures*, a library of transcriptions on various topics and general subjects. The transcriptions were offered for sale last week for an April 15 start. Stations already signed include WABC New York, WILI Willimantic, Conn., and WTRY Troy, N.Y.

Chicago vtr center

Three Chicago groups have joined together to set up the city's first video tape center and mobile recording unit, it was announced Thursday.

The principals: Fred A. Niles Productions, Chicago-Hollywood film firm; Telecasting Services, closed circuit equipment firm headed by Walter Thompson, and Max Cooper, producer of the syndicated Cuban *Winter Tv Baseball* series. About $225,000 worth of equipment including Ampex recorders, RCA Image orthicon cameras and sound stages has been installed in a communications center at the Niles firm. The mobile unit includes two Ampex video tape recorders and remote gear, with Lester Hunt Jr. as chief engineer.

Clients will be able to shoot complete video tape tv series or commercials and use the mobile unit for any outdoor location work.



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CHICAGO PREVIEW: LATEST IN GEAR

NAB preparing largest exhibit in its convention history

The largest display of broadcast equipment in NAB history will be shown by manufacturers at the April 3-6 convention in Chicago.

Already leased space to exhibitors is running over 2,000 square feet ahead of the 1959 convention, according to Everett E. Revercomb, NAB secretary-treasurer. Demand for space is expected to spread the exhibit into the north end of the Conrad Hilton Hotel's lower lobby. Present leases already have filled the space available in the adjoining south section.

Final convention plans will be approved at the March 6-8 NAB Board of Directors meeting to be held at the Statler-Hilton Hotel, Washington. The board will decide which of the formal meetings April 3-6 will be open to all registered delegates. Separate radio and tv sessions will be held the afternoon of Monday, April 4, Tuesday morning and Wednesday afternoon preceding the windup banquet.

A number of non-agenda meetings are scheduled the preceding Saturday. Sunday will be featured by an Fm Day program, reflecting the growing importance of fm in the broadcast business. The equipment exhibit opens Sunday.

Free Afternoon • While the 1960 convention is one day shorter than the 1959 meeting, a new open-afternoon feature will be retained. This Tuesday afternoon spot leaves delegates free to visit exhibits and hospitality suites.

Programming and film firms will not be permitted to show exhibits in the Conrad Hilton. Last year a few service companies exhibited in other hotels, as did some of the station representatives. NAB's convention rules specify, "Conditions to the granting of hospitality headquarters will include an agreement that no form of exhibit be located in such quarters."

In a promotion piece for the convention, NAB featured "the threat to the American system of free broadcasting." The association summed up the problem and the association's approach this way:

"Broadcasting entered 1960—its fifth decade—facing the grave threat of needless government regulation. . . Find out how radio and television are marshaling their forces to counter those who would restrict broadcasting's ability to serve the public. Hear predictions of possible future dangers to your industry. Take advantage of management sessions offering the latest technical, research, programming and economic information."

Joint Meetings • The separate Engineering Conference will meet jointly with management delegates at the Wednesday morning FCC panel and other general sessions and luncheons, but will hold its own programs at other times.

Advance registration, closing March 21 at NAB Washington headquarters, will be $27.50 ($30 afterward). Separate banquet tickets are $10.

The list of equipment exhibitors who had definitely booked space last week follows:

Adler Electronics, Alford Mfg. Co., Ampex Corp., Caterpillar Tractor Co., Century Lighting, Collins Radio Co., Conrac Inc., Continental Electronics Mfg. Co., Dage Television Division, Electronic Applications, Fairchild Camera & Instrument Corp., Foto-Video Labs., Gates Radio Co., General Electric Co., General Electronic Labs., GPL Division of General Precision, Harwald Co., Hughey & Phillips, Industrial Transmitters & Antennas, Kahn Research Labs.

Kliegl Bros., MacKenzie Electronics, Metropolitan Electric Mfg. Co., Minneapolis - Honeywell Regulator Co., Nems - Clarke Co. (division of Vitro Corp. of America), Programatic Broadcasting Service (division of Muzak Corp.), Radio Corp. of America, Raytheon Co., Sarkes Tarzian, Schafer

The technical talk on tap for Chicago

Automation, video-tape progress and stereo will head the list of subjects to be discussed at the NAB Broadcast Engineering Conference, to be held in conjunction with the NAB convention in Chicago, April 3-6.

Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., is chairman of the conference program committee. He will review equipment exhibits on display at the convention. Raymond F. Guy, NBC, will open the conference program. An opening day feature will be a review of the new NAB *Engineering Handbook* by A. Prose Walker, NAB engineering manager.

Papers to be delivered Monday, April 4, follow: "The Present Status of Stereophonic Broadcasting," C.G. Lloyd, General Electric Co.; "Sine Squared Pluses for System Analysis," Ralph Kennedy, NBC; "Improving Picture Quality Through Phase Equalization," R.S. Jose, RCA; "Automatic Logging of Operating Parameters in Lieu of a Manual Log for Am-Fm and Tv Stations," Granville Klink Jr., WTOP Washington, and "A New Approach to Balanced Audio Levels," Robert B. Monroe, CBS Television.

Tuesday papers follow: "Effects of Tower Lighting and Isolation Circuits Upon the Resistance of Various Am Towers," Vir N. James, consultant; "Tunnel Diodes," Eric Gottlieb, General Electric Co.; "Recent FCC Rule Changes," James E. Barr, FCC; "Determining the Operational Patterns of Directional Tv Antennas," Dr. Frank G. Kear, Kear & Kennedy; "Constant Level Program Amplifier," John Birch and Charles King, Gates Radio Co.; "The Folded Unipole Antenna for Broadcast," John B. Mullaney, consultant; "Experimental Operation of a Co-Channel Supplemental Transmitter to Provide Coverage Fill-in," Daniel H. Smith, WTEN (TV) Albany, N.Y., and "Manifestations of the Special Law of Electron Eccentricity in Broadcast Equipment," John W. Wentworth, RCA.

Wednesday papers follow: "Tv Automation," F. R. McNicol, RCA; "Aural Program Automation Techniques," Paul Schafer, Schafer Custom Engineering; "Maintenance, Key to Minimizing Videotape Recorder Operational Costs," Joe Roizen, Ampex Corp.; "Video Tape Recording Interchangeability Requirements," K.B. Benson, CBS Television; "Integration of Video Tape With Live and Film Programs." A.W. Malang and M.C. Worster, ABC; "The New IRE Roll-off as Related to the Broadcaster," G. Edward Hamilton, ABC. A final paper on "Improvements in Television Cameras," will be presented by John H. Roe, RCA.

Custom Engineering, Standard Electronics Division, Telechrome Mfg. Corp., TelePrompTer Corp., Telescript - CSP, Tower Construction Co., Utility Tower Co. and Visual Electronics Corp.

3M stockholders to vote on stock split

Minnesota Mining & Mfg. stockholders will vote May 10 on a three-for-one split of common stock proposed by the company's directors Feb. 15.

William L. McKnight, 3M board chairman, reported a certificate of amendment will be filed in accordance with Delaware law on or about May 13. The split would apply to all shares outstanding on the filing date. Purpose of the split is to provide a "broader market" for the common stock, Herbert Buetow, 3M president, said.

Directors also voted a 40 cent dividend for the first quarter, payable March 12 to stockholders of record Feb. 25. Additionally, the board is thinking of boosting the quarterly dividend to 15¢ on split shares starting in the second quarter—equivalent to an annual rate of $1.80 a share on present shares against the present annual rate of $1.60 per share.

Under proposed amendments, the number of authorized common shares would be increased from 25 million to 75 million. A total of 17,054,927 common shares were outstanding as of Feb. 3, with an expected jump to 51,164,781 under the three-for-one split.

Trading in 3M common on the New York Stock Exchange has ranged from $161.25 to $177 since Jan. 1. Video tape and copying products are currently two of its "fastest growing items," 3M pointed out.

SARNOFF GLOWS OVER FUTURE

RCA head predicts electronics industry will jump $11 billion in five years

Sales of the electronics industry will jump from an estimated $14 billion in 1959 to $25 billion in 1965, Brig. General David Sarnoff, chairman of the Radio Corp. of America, predicted last Wednesday (Feb. 17). He said the rise would be paced by the "three c's" of computers, controls and communications which would grow from a present $2 billion-a-year business to about $7 billion by 1965. While all other major areas of electronics would contribute to the growth pattern of an industry which is advancing at a rate three times faster than that of the national economy.

Gen. Sarnoff addressed a dinner of the New York Society of Security Analysts. He cited developments in the electronics field since 1953, when he last spoke before the group. "This growth has been accompanied by a fundamental alteration in the character of RCA's business," he said. "At the decade's start we were dominantly an entertainment company, with only 12% of our business in non-entertainment fields. Last year the proportion was 54% entertainment, 46% non-entertainment; and I expect this corporate mutation to continue on an accelerated basis."

Record Radio Year • RCA does not subscribe to talk that describes the home entertainment segment of the industry as a "mature market," he stated. "For years radio has been allegedly on the wane. Yet, we sold more radios last year than in any other year since we opened for business," he noted. He also pointed to the replacement market for continued growth in tv set sales, adding that 40% of tv receivers now in use are six years old.

Color television sales earned RCA a profit for the first time in 1959, the board chairman said. Plans are to double color production in 1960. It is estimated by the industry that 200,000 color sets were sold by all manufacturers last year, with RCA accounting for the greatest share of the total.

Research Pays • In discussing RCA's pioneering role in electronics, Gen. Sarnoff said there "comes a point . . . when pioneering and profits do become compatible; when the risk, if soundly conceived, pays off for the leader."

He supported this with figures which have been adjusted since his year-end statement on RCA's sales (BROADCASTING, Jan. 4). Sales increased 19% over 1958 to a record $1,395 billion, profits

ON THE SPOT RECORDING *
MINITAPE
Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events . . . no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!
*t.m. reg.
• FULLY TRANSISTORIZED
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921 N. Highland Ave. • Hollywood 38, Calif.

Paul Bunyan Television
WPBN-TV ch. 7 Traverse City
WTOM-TV ch. 4 Cheboygan
NBC abc
We're Striding High, Wide & Handsome!

Like big Paul Bunyan with his Blue-ox "Babe" Our feet haven't touched the ground since we tied up with
Venard, Rintoul & McConnell
THEY KNOW OUR STORY!
Ask them about the
• 332,700 people • 85,740 receivers
• 25 northern Michigan counties
• Canadian stations
SERVED BY
Paul Bunyan Television Network
By the way—We have radio too! 5 stations! 298,400 listeners!

after taxes increased 30% to a total of about $40.1 million, and earnings per share of common stock rose from $2.01 in 1958 to $2.65 last year—an increase of 32%. RCA's annual report will be issued this week, he said.

Gen. Sarnoff said RCA interprets these profit gains as a sign of progress only. "We see ourselves in the posture of a track team. The warm-up period in color and in semiconductors is over and we are away from the barrier on the stretch run for profits. We have a little further muscle-flexing to do in computers, but the race against the champ is not too far in the offing." He credited RCA's president, John Burns, for doing a "superb job over the past three years in fashioning and guiding . . . product thrusts, in solidifying our management group through 2,400 promotions from within the company and through the acquisition of 150 executive-specialists from without."

• Technical topics

Tape-measurer • Scott Instrument Labs. Inc. announced a new tape speed measuring device for magnetic tape. Tape speed accuracy can now be determined for speeds ranging from 1⅞ ips to 60 ips. For further information: Scott Instrument Labs., 17 E. 48th St., New York.

Zoomar converter • A third converter has been developed for the Super Universal Zoomar Lens, a product of Zoomar Television Co., N.Y. This changes the range, which with two converters is 2½ to 40 inches, making it now capable of zooming from 12 to 72 inches. The company announces that this development was specially designed for the national political conventions but recommends its use for football, baseball and other sporting events.

Sarnoff honor

BRIG. GEN. DAVID SARNOFF, RCA Board chairman, will be honored at the 20th anniversary dinner of the Radio & Television Executives Society on March 10 at New York's Waldorf-Astoria. Gen Sarnoff will be presented with the first RTES gold medal award "For Outstanding Contributions to Broadcasting."

More than 450 attend Ampex vtr clinics

More than 450 broadcast managers and engineers took part in a cross-country series of three Videotape clinics staged by Ampex Corp., winding up Feb. 16 in Washington, according to Thomas E. Davis, manager of the Ampex video products division.

Interest centered on the new Ampex Inter-Sync, which permits fast shifts of program sources. Currently Ampex is in short-run production of Inter-Sync at around $6,500, but the equipment will be available at $4,000 on a production basis, Mr. Davis said.

The Marconi tv camera distributed in the U. S. by Ampex was on display at the meetings in San Francisco, Chicago, and Washington. Its features include simplicity and monitoring of other camera sources during a program, according to Mr. Davis. Five service depots are provided.

The three clinics were so successful that Ampex may stage a non-broadcast session later in Washington for government, industrial and other closed-circuit users.

Broadcast Advertising

DR. WULFECK

• DR. WALLACE H. WULFECK, executive vp of William Esty Co., N.Y., elected vice chairman of the board. Dr. Wulfeck is president of Market Research Council, and director of Advertising Research Foundation.

• GORDON BEST, president and treasurer of Gordon Best Co., Chicago advertising agency, elected chairman of board. CARL M. POST, formerly executive vp of Grant Adv., that city, joins Best as president.

• WILLIAM A. BARTEL, executive vp of Ellington & Co., N.Y., elected president.

• DAVID W. BLACK named executive vp of Lanolin Plus (hair grooming), succeeding C. R. RUSTON who returns to his home in California.

• LEE RANDON, manager of radio-tv department at Henri, Hurst & McDonald, Chicago, appointed director of agency's newly-created audio-video department.

FATES & FORTUNES

• E. MCCORD MULOCK JR., formerly vp of all accounts at Grant Adv.'s Detroit office, to McCann-Erickson Adv., that city, as vp and account director on Buick.

• JOHN B. MILLS, formerly head of the cooperative advertising accounting division of Young & Rubicam, Chicago, to Clinton E. Frank, that city, as comptroller.

DAVID GLICKMAN, special projects editor of BROADCASTING, will become a consultant to the magazine March 1.

Mr. Glickman has been associated with BROADCASTING for more than 25 years. He became a correspondent in San Francisco in 1934. In 1937 he opened the magazine's Los Angeles bureau which he managed until 1954 when he moved to Washington headquarters as special projects editor. In the past five years he has been in charge of BROADCASTING YEARBOOK production.

Mr. Glickman will make his home in Los Angeles.

• GERALD D. ROSCOE, formerly with Bresnick Co., Boston advertising agency, to Donahue & Coe, New York, as vp and account supervisor.

• THOMAS W. LAUER, previously manager of tv network sales service at NBC Central Div., to Tatham-Laird, Chicago, as media group supervisor.

• ERIC AINSWORTH, formerly media research surpervisor at Lennen & Newell, N.Y., joins Smith, Hagel & Knudsen, that city, as media and research director.

• ALBERT J. PLATTA, assistant treasurer of Klau-Van Pietersom-Dunlop, Milwaukee, named secretary.

• GWYN COLLINS and THORNTON C. LOCKWOOD join technical staff of advertising Research Foundation, N.Y., Mr. Collins formerly was projects supervisor at Kenyon & Eckhart; Mr. Lockwood was marketing manager of Pathecolor's mail order division.

• MARK LARKIN, formerly head of own pr firm in New York, appointed head of new pr subsidiary of W.B. Geisinger & Co., L.A., advertising agency.

• DR. ARNO H. JOHNSON, research director and vp of J. Walter Thompson Co., N.Y., elected to board of directors of Advertising Federation of America.

• BRUCE DOLL, with media staff of BBDO, New York, to Los Angeles office as media director.

• CHARLES DREIER, JR., formerly with Otto Kleppner, Campbell-Ewald and Fletcher Richards, all New York, appointed media director of Henderson Adv., Greenville, S.C.

• CHARLES L. SHIELDS, formerly copy director of Liller, Neal, Battle & Lindsey, Atlanta, opens own advertising agency, Chuck Shields Adv., there. ROGER JENNINGS and FRAN HAMILL join agency in account services and copy department, respectively. Agency is located at 204 Bona Allen Building, Atlanta, Ga.

• HARKER B. SPENSLEY, formerly sales manager of KHOW Denver, opens own advertising agency. He previously was with KOA and *The Rocky Mountain News*, both Denver. New agency, Harker B. Spensley Adv., is located at 300 East Speer Blvd., Denver, Colo.

• SHERWOOD DODGE, vp and marketing director of Warwick & Legler, ANDREW HEISKELL, publisher of *Life* magazine, and HARRY F. SCHROETER, director of general advertising department of National Biscuit Co., appointed to executive committee of Advertising Research Foundation.

• T. P. CUNNINGHAM and EDWARD L. SLATER appointed director of advertising production and director of advertising, respectively, at Sylvania Electric Products Inc., N.Y. Mr. Cunningham formerly was director of advertising with Mr. Slater his assistant.

• JOHN H. BYRNE, formerly senior vp of Hockaday Assoc., N.Y., to Lambert & Feasley as assistant account supervisor.

• GEORGE E. MOLL, traffic supervisor at McCann-Erickson, N.Y., to Kenyon & Eckhardt as account coordinator.

• THAINE A. YOUST, merchandising account executive at Doherty, Clifford, Steers & Shenfield, N.Y., appointed merchandising director.

• DALE M. PERRILL, formerly creative director at Erwin Wasey, Ruthrauff & Ryan, Detroit, to creative staff of Waldie & Briggs, Chicago.

• DONALD F. KEESLAR, formerly head of tv division of Dallas Jones Productions, Chicago, to Clinton E. Frank, advertising agency that city, as tv producer.

• PAUL L. FARBER, formerly with Chicago office of Young & Rubicam, to Gordon & Hemstead, that city, as account executive.

• PAUL DIETZ, formerly creative director of W. B. Doner & Co., Philadelphia,

Nems • Clarke Type 120-E

FIELD INTENSITY METER

A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000
Precision Electronics Since 1909

Mr. STEBBINS

Hamilton-Landis & Associates

announces
the appointment of

John D. Stebbins

who will headquarter in our Washington, D. C., office.

Mr. Stebbins brings to the organization over twenty years of experience in radio sales and communications.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

to Wermen & Schorr Adv., that city, as senior copywriter.

• NORMAN KENNELLY, formerly supervisor of sales promotion for *American Weekly*, appointed senior copywriter at Hicks & Greist, N.Y.

The Media

MR. SALK

• ROBERT H. SALK named secretary of Corinthian Broadcasting Corp., N.Y., and of KOTV Inc., Gulf Television Corp., Great Western Broadcasting Corp., and Indiana Broadcasting Corp., licensees of Corinthian stations KOTV (TV) Tulsa, KHOU-TV Houston, KXTV (TV) Sacramento, WANE-AM-TV Fort Wayne, WISH-AM-TV Indianapolis.

MR. HANKIN

• WALLACE L. HANKIN, formerly manager of WAGE Leesburg, Va., named president and general manager of WCUM-AM-FM Cumberland, Md. Other officers include: SIMON GOLDMAN vp, president of James Broadcasting Co., Inc., Jamestown, N.Y. (WJTN-AM-FM Jamestown, WDOE Dunkirk, WGGO Salamanca) and FRANK FORTUNE, secretary, Washington correspondent for WBEN-AM-FM-TV Buffalo, N.Y.

• ROBERT J. BLUM joins Franklin Mieuli & Associates, San Francisco, as vp of organization. FM&A owns KPUP (FM), that city.

• PHILLIP F. O'BRIEN appointed assistant manager and WOODY CUMMINGS commercial manager, respectively, of KXLW Clayton, Mo.

• WAYNE MULLER, account executive in Hollywood office of KBIG Catalina, Calif., named sales manager. JIM KISSMAN, promotion and national sales contact, appointed account executive, succeeding DON HARRINGTON who resigns to open own advertising agency.

• LARRY LAZARUS, executive with CBS for 29 years, joins Crowell-Collier Broadcasting Div. as controller.

• JIM BROWN, salesman for KSFO San Francisco, named local sales manager.

• GUS VANDERHEYDEN promoted from sales staff to local sales manager of WNDU-TV South Bend, Ind. BOB YOUNG, formerly with public affairs department of CBS News, N.Y., joins WNDU as news director.

MR. HOFFER

MR. CASE

• JAY HOFFER, formerly head of advertising for ABC-TV New York, appointed station manager of KRAK Sacramento - Stockton, Calif. DWIGHT CASE, sales manager of KRAK's Sacramento office, appointed general sales manager.

• DICK COOK, formerly with WCLB Camilla, Ga., to WHAN Haines City, Fla., as station manager. He is partner in WHAN with MARGARET C. PITTS.

• IRVING C. WAUGH, general manager of WSM-TV Nashville, Tenn., named vp in charge of tv for WSM Inc. He will continue his present duties.

• DICK CLAUS, formerly classical music director of KIDD Monterey, named program director of KHIQ (FM) Sacramento, both California. DON IRWIN, formerly with KPMC Bakersfield, named chief engineer.

• ANDRE D. GEBSTAEDT, formerly advertising manager of J. Arthur Rank Organisation, joins ABC-TV in similar capacity.

• BILL BRAMHALL, formerly news director of WRIT Milwaukee, to WMIL, that city, as program director and assistant to station manager.

• ROBERT J. BOYNE, formerly account executive with Buss, Bear & Assoc., Los Angeles, to KFI, that city, as director of publicity, sales promotion and advertising.

Creative genius

Two creative talents, ALBERT MEGLIN and JOHN TOBIAS, not content with confining their ability to working hours, have sold hour-long dramas to CBS-TV. Mr. Meglin, media specialist at The Katz Agency, N.Y. station rep, sold "The Girl at the Wainright Hotel" to the new Friday night series, *Manhattan*, (9 p.m.-10 p.m. EST) which debuts March 4. Mr. Tobias, member of copy staff of Wunderman, Ricotta & Kline, that city, wrote "Head of a King," seen Jan. 31 on the *CBS Television Workshop*.

• J. PATRICK BEACOM, president and owner of Beacom Broadcasting Enterprises, to run for seat in West Virginia House of Delegates.

• NORMAN H. STEWART named commercial manager of WFAA Dallas. W. C. WOODY JR., formerly with KARK Little Rock, Ark., appointed local sales manager.

MR. RASKIN

• IRVING S. RASKIN, appointed vp and general manager of WAAP (formerly WEEK) Peoria, Ill. He began his career in radio in 1938 at WMCA New York.

• ARTHUR L. KNOTT, formerly in advertising department of *Denver Post*, appointed general sales manager of KFML (FM) Denver.

MR. DOLPH

• ROBERT DOLPH, formerly founder and operator of KFTN Fort Morgan, Colo., to KIMA Yakima, Wash., as station manager. He still is major stockholder of KFTN as well as KLUK Evanston, Wyo.

• ROGER HUDSON, CHARLES HEDSTROM and ED GARDNER join McGavren Tv, station rep. Mr. Hudson becomes N.Y. tv sales manager; Mr. Hedstrom, formerly with tv sales at WNBQ-TV Chicago, joins McGavren's N.Y. sales staff, and Mr. Gardner, formerly with NBC Spot Sales, Chicago, becomes tv sales manager, there.

• ROBERT J. KIZER and JOSEPH P. FOLEY named assistant director of tv sales and member of tv sales department, respectively, at Avery-Knodel, N.Y.

• CHARLES REMBERT, account executive in broadcast division of The Branham Co., Dallas station rep, to San Francisco office.

• MARTIN MILLS, formerly director of research and sales planning for Keystone Broadcasting System, joins The Meeker Co., N.Y., station rep, as director of research.

• JERRY UDWIN and MARK ROBERTS join news staff of WAAP Peoria, Ill. Mr. Udwin formerly was with WRRR and Mr. Roberts with WREX-TV, both Rockford, Ill.

• RICK WEAVER, sports director of KFH Wichita, Kan., to KOLN-TV Lincoln, Neb., in similiar capacity.

• LEO B. MINTON, formerly staff announcer at KGU Honolulu, to KGMB,

that city, as night news editor.

• DON WHEELER, STEVE ZINN and FRANK COLSON all join new WFSU-TV (target date April 1) Taliahassee, Fla., as producer-directors. DICK PUCKETT named studio supervisor.

• JACK KUNEY, formerly producer-director-writer with CBS-TV, joins WNTA-TV Newark, N.J., as staff producer.

• PETE KENDALL to news staff of WLWI (TV) Indianapolis.

• PAT PATTERSON, formerly air personality with WTSE Lakeland, Fla., to KSTT Davenport, Iowa, in similiar capacity.

• DICK DIXON, formerly air personality with KIXX Provo, to KALL Salt Lake City, both Utah, in similiar capacity.

• GUY AYLEWARD joins WPIK Alexandria, Va., as air personality. He formerly was with WBAL Baltimore.

• PAT ROMANO, formerly with WHIM Providence, R.I., to WATO Boston as air personality-news director.

• ED FLEMING, formerly with KNXT (TV) Los Angeles as newscaster-writer-narrator, to KABC, that city, as member of news staff.

• DAVE DESOTO, formerly news director of KQDE Renton, to KVI Seattle, both Washington, as member of news staff.

• LARRY L. LAMBETH joins WLOS-TV Asheville, N.C., as staff announcer.

• STAN BOHRMAN, formerly announcer with KHJ Los Angeles, to KFRC San Francisco, in similar capacity.

• LEO MCELROY, formerly with KMJ Fresno, Calif., and RICHARD (RED) BLANCHARD, formerly with KFWB Los Angeles, both join KNX Los Angeles, as announcers.

• BILLY WALKER joins WSM Nashville, Tenn., as singer-air personality.

• DON BRUCE, formerly with KALL Salt Lake City, joins KOMA Oklahoma City as air personality.

• HARVEY KAYE, formerly with WKMH Dearborn, Mich., to WJBK Detroit as air personality.

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

• HARVEY SHELDON, commercial manager of WTYM Springfield, Mass., joins WTXL, that city, as air personality.

• MARTY O'HARA, formerly air personality with WKDN Camden, N.J., to WIP Philadelphia in similiar capacity.

• TOM LIVEZEY, formerly air personality with WCAU Philadelphia, to WTNT Tallahassee, Fla., in similiar capacity.

Programming

MR. BEHNKE

• VERNE BEHNKE, recently eastern sales manager, Motion Pictures for Television, and previously head of CBS-TV Film Sales, appointed general sales manager of UPA Pictures with headquarters in Burbank, Calif.

MR. JACOBS

• NOAH JACOBS, account executive with National Telefilm Assoc., named New York sales manager in charge of syndication. He has been with NTA for two years.

• HAROLD SCHAFFEL, business manager of Screen Gems' eastern production department, named administrative coordinator of business affairs department.

• H.J. SCHLAFLY JR., vp in charge of engineering of TelePrompTer Corp., named director of new research and development department. EDWARD REVEAUX and NAT C. MYERS JR., named vp's.

• IRA D. BECK, veteran of 11 years in motion picture distribution in Latin America with MGM, Warner Bros., and Distribuidora Salvador Carcel, joins United Artists Associated Inc., N.Y., as supervisor for Latin America.

• P. VAUGHN BRUDICK, director of special services for Capitol Records Inc., appointed treasurer and director of administration of Capitol Records Distributing Corp.

• CHARLES WEIGERT and SIDNEY BARBET, operating heads of Telescreen Adv. since its formation last June, resign.

• BOB BELL, formerly staff director with WABC-TV New York, to Joe Franklin Enterprises, there, as producer of *Joe Franklin's Memory Lane*.

• EMORY H. AUSTIN, formerly president of Leslie Realty Co., Norfolk, to H.D. Productions, Petersburg, both Virginia, as merchandising consultant on

WAST
ALBANY, NEW YORK
HAS JUST HOPPED ON THE
BIG MAC
GRAVY TRAIN!

with NABISCO CEREALS SPONSORING
½ HR A WEEK FOR 26 SOLID WEEKS!
GET COMPLETE DETAILS FROM:
U.A.A.
UNITED ARTISTS ASSOCIATED, INC.

A Part of Every Community Project*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV
CHANNEL 10 CBS • ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.

The House Detective show. JOE NEWMAN, vp of H.D. Productions, enters military service.

Equipment & Eng'ring

• CLYDE HECK, formerly director of Atlantic Div. of American Radio Relay League, named senior project engineer of Industrial Transmitters and Antennas, Upper Darby, Pa., manufacturers of broadcast transmitting equipment.

• CYRIL P. DURNOVO, formerly project manager with International Standard Electric Corp., to Communications Systems Div. of Adler Electronics, New Rochelle, N.Y., in similar capacity.

• GORDON C. BERRY appointed regional sales engineer for receiving tubes of General Electric Receiving Tube Dept.

International

• DAVE PENN, retail sales manager of CFAC Calgary, Alta., named general sales manager. KEN GODDARD appointed retail sales manager.

• GIL LAROCHE, formerly member of Trans-Ocean Radio & Tv Representatives, Montreal, named national account executive of CJMS, that city.

• DAVID E. LYMAN, program director of WLEE Richmond, Va., to CKLG Vancouver, B.C., in similar capacity, effective March 1.

Allied Fields

• MILTON J. MCGOVERN named national director of sales for Television Management Shares Corp. with headquarters in Chicago. Firm is investment manager and principal underwriter for Television-Electronics Fund Inc.

Deaths

• MRS. BETTY ZIRKLE, 32, host of *TV Kindergarten* on WBNS-TV Columbus, Ohio, died Feb. 4 of cerebral hemorrhage.

INTERNATIONAL

ZANY PROMOTIONS Canadian BBG calls some objectionable

Authority for the Board of Broadcast Governors to modify promotional broadcasts considered objectionable will be discussed at the public hearing of the BBG at Montreal on March 7. The BBG is proposing an amendment to its regulations to permit it to make modifications to promotional broadcasts which, in its opinion, are objectionable or offensive or are likely to contribute to any public disturbance or disorder.

There have been some promotional broadcasts which have tied up traffic in major cities while listeners hunted for station personalities dressed in special clothes, or for people distributing money at certain street corners. The new regulations will permit the BBG to ask the station to show cause why it should not change its promotional broadcasts, and to make necessary modifications.

Seven applicants for two competitive tv station licenses will be heard at the Montreal session, four for a French-language station on ch. 10 in Montreal, and three for an English-language station on ch. 12 Montreal. The city currently has CBMT (TV) (English) and CBFT (TV) (French).

French-language applicants are CKVL Verdun, Que.; CKAC Montreal; CJMS Montreal, and Paul L'Anglais, radio program and film producer, Montreal. Each of these applicants, except CKAC, has associates in its proposed tv station set-up, mainly in the film or entertainment business.

CFCF Montreal, which first applied for a tv station license 20 years ago, is one of the English-language station applicants. Other applicants are Sovereign Film Distributors Ltd., which has small interests in CHCH-TV Hamilton, Ont., and CKLW-TV Windsor-Detroit, and Mount Royal Independent Television Ltd., an investment group without radio interests.

Tv near for Rhodesia

Commercial television will begin in Rhodesia on Nov. 15. Sir Andrew Strachan, chairman of Rhodesia Television Ltd., made the announcement following the formal signing of a contract with the Federal Broadcasting Corp.

Sir Andrew said that the service will begin in Salisbury, capital of the Federation of Rhodesia and Nyasaland, with an initial broadcasting schedule of 28 hours a week, or four hours a day average.

Advertising will take 10% of programming time, Sir Andrew said, "and the demand for time may involve us in problems of allocations."

CBC bid

Canadian Broadcasting Corp., which has been witnessing inroads by private telecasters into markets heretofore exclusively CBC, will be one of the applicants for a second television station at Edmonton, Alberta, when the Board of Broadcast Governors holds public hearings there on May 9. CFRN-TV Edmonton, the only station in that city at present, is owned by private interests. At least four private groups are understood to be applying for the competitive station license there. CBC has announced its plans to compete for the license to round out its national coverage. CBC in western Canada has CBUT (TV) Vancouver, B.C., and CBWT (TV) Winnipeg, Man., but no tv stations in either the provinces of Alberta or Saskatchewan. Deadline for applications for the Edmonton outlet are Feb. 29 with the Department of Transport, Ottawa.

Canadian ad billings

MacLaren Adv. Co. Ltd., Toronto, Ont., is Canada's top advertising agency, according to the Canadian advertising publication, *Marketing* (Toronto).

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CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

Its 1959 billings were $29.8 million. Cockfield, Brown & Co. Ltd., Montreal, Que., placed as second largest agency with $28.5 million in billings. Both agencies increased their billings by about $1.4 million over 1958.

In 1958 there were 123 advertising agencies in Canada with total billings of $237,654,038, according to the official Dominion Bureau of Statistics, Ottawa, Ont.

Canadian fm network set to go in April

Canada's first fm network will begin operations early in April. CBC-FM Toronto, Ont., CBO-FM Ottawa, Ont., and CBM-FM Montreal, Que., will be linked by a network being set up by the communications system of the Canadian National and Canadian Pacific Railways.

Operation of the fm network will be on an experimental basis for the first 18 months, Alphonse Ouimet, president of the Canadian Broadcasting Corp., stated at Ottawa. The commercial potential will be assessed before commercial policy is determined.

The network will be on the air Monday through Friday during evening hours only, and on Saturdays and Sundays from noon to midnight. Announcements of the programs will be made in English and French at the beginning of each day's operations. During programming there will be no interruptions for translations as announcements are made in either language.

Programs will include high fidelity recorded music, regular CBC Trans-Canada, Dominion and French network concerts and recitals, recorded programs of the British Broadcasting Corp., Radiodiffusion Francaise, as well as news, talks, commentary and some live entertainment. It is hoped to obtain some U.S. fm programs on an exchange basis. Programs will not be bound by standard half-hour or one hour lengths. They may be of varying lengths up to three hours.

Talent imports hit

Canada's largest talent union, the Assn. of Canadian Radio & Television Artists, with headquarters at Toronto, has written the Board of Broadcast Governors, regulatory body, at Ottawa, charging that the Canadian Broadcasting Corp. is importing too many television artists to the disregard of Canadian talent.

The 1,000-member association said there had been a serious cutback this year in almost every area of Canadian content on the English language tv network. It asked for an immediate investigation "to ascertain what pressures or lack of controls are causing this defiance of Canadian broadcasting policy."

H.G. Walker, general manager of English networks of CBC, at Ottawa, claimed, however, that the number of imported actors is not large. From October to December 1959, only 18 had been imported, while 1,281 professional Canadian actors, not counting musicians, had been used on CBC.

• Abroad in brief

Ethiopian bids • The Ethiopian government working through George P. Adair Engineering Co., Washington, D.C., has announced that bids will be accepted for a radio broadcast system for the training of technical personnel. Contracts may be examined and procured at the office of the Adair firm, 1610 Eye St. N.W., Washington. Deadline is June 9.

Benton & Bowles abroad • Major expansion in Benton & Bowles' overseas subsidiary, Lambe & Robinson-Benton & Bowles Ltd., London, was announced by the agency last week. The British agency has been appointed to handle advertising in the United Kingdom for all tobacco brands of Philip Morris Ltd., Barclay Ltd. (brewery) and the Florida Citrus Commission. For the last advertiser, the B&B subsidiary will cover western Europe, establishing working affiliations with Gumaelius Agency (Sweden, Norway and Denmark), the Brose agency (West Germany); Bureau D'edudes Publicitares (Switzerland), and the Dorland Agency (France and Belgium).

N. Z. tv • New Zealand will have government owned and operated tv, according to the Labor Government Minister in charge of broadcasting. The announcement culminates a three year consideration the government has given to television. Prime Minister Nash said that because of the tremendous impact tv would have on the country's economy, "the service must necessarily be introduced on a gradual basis."

New station • CFOX is the call letter of a new 1 kw station on 1470 kc licensed to Gerald Duffy at Pointe Claire, Que., in the Montreal suburban area. The station plans to be on the air by April 1.

New am • CJLM Joliette, Que., on 1350 kc, with 1 kw, will start operations late in April. Maurice Baulianne, manager of CJSO Sorel, Que., is also manager of CJLM.

BACKGROUND MUSIC
by MAGNE-TRONICS

now being transmitted via multiplex by

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FM STATIONS

(with SCA under franchise agreements)

WMAL — Functional Musicast Broadcast for Michaels Enterprises, Inc. Washington, D. C. — SAYS

... "complaints have ceased completely" ... "blend so well together"
... "variety, continual volume level" ... "many compliments from all categories"

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complete prospectus
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MAGNE-TRONICS, INC. Dept. B, 49 W. 45th St. N.Y. 36, N.Y.

Name_____

Station_____

Address_____

City_____ State_____

Summer's a little early

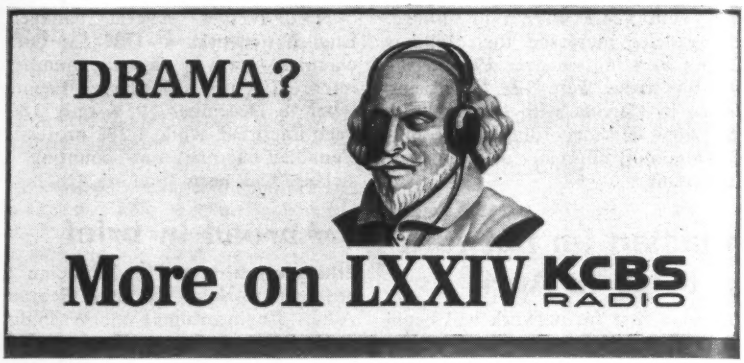
Following up last summer's "watermelon promotion" of "juicy" findings by Sindlinger & Co., which showed radio surpassed tv viewing for eight consecutive summer weeks (BROADCASTING, Aug. 31, 17, 1959), Radio Advertising Bureau, New York, last week sent bottles of Coppertone sun-tan lotion as preseason reminders of radio's summer audience to the executives of some 100 advertising agencies. Attached to each gift bottle was an RAB memo reading: "Only one advertising medium really e-x-p-a-n-d-s for summer selling. Radio not only reaches more people for more hours, it does so by an incredible total of 321 million hours of use per week —six hours more per family.

"1960 summer selling will be easier and far more profitable for your clients if you plan their shift to radio right now."

RAB said the sun-tan lotion presentation was the opening gun in a continuing campaign that will be waged during the next few months, in an all-out effort to put more summer radio advertising into the plans of advertisers and their agencies.

Fm promotion

In an effort to inject new life into its fm operation, WRRN (FM) Warren, Pa., has established a five point promotion which it hopes will provide fm sets in all area homes. Paradoxically, over 52.5% of Warren homes have fm sets, (a relatively high figure) yet the station is losing money. The new promotion is based primarily around the exploitation of the low-priced Sarkes-Tarzian fm set which WRRN is making available to area dealers at cost along with free advertising. The station also awards, at intervals, a free set to persons writing in stating, "I want an fm radio." The promotion, which already has brought nearly 5,000 responses in the first month, will continue until April 21.



'All the world's a stage' • William Shakespeare might think if he were alive, as he suddenly finds himself the subject of a multi-media consumer campaign for KCBS San Francisco, created by the station's new agency, Johnson and Lewis Adv., that city. Shakespeare, along with Rodin's "The Thinker," designed to provide the "provocative touch," are seen on television spots and outdoor billboards in the San Francisco area. To keep the promotion in a "classic" mood, Roman numerals (which translate 74) indicate the station's 740 kc frequency.

Safe drivers 'ticketed'

WPEN Philadelphia is now "ticketing" motorists. In a campaign, made in cooperation with local police, the station is saluting safe and courteous drivers with small cards congratulating them. Names of recipients are selected by the municipal highway patrol and are broadcast by the station each day. A gift is also sent to those saluted.

KING's favorites

Inspired by the song "My Favorite Things," Ray Briem, personality with KING Seattle, asked listeners to send him lists of their favorite things. From the hundreds of letters he found that sunrise on the Cascade mountains and sunset over the Olympic mountains were the most common favorites.

The wife of a U. of Washington dental student won, however, with an uncommon list including "walking out of a dentist's office; finding that the scale has been weighing five pounds overweight; having the policeman driving behind me turn down another street." Grand prize was a typewriter.

Thoughts for food

KABC Los Angeles has a field force of 14 experienced merchandising experts to strengthen the presentations of its food advertisers. At no extra cost, these advertisers receive professional merchandising in over 600 super markets in metropolitan Los Angeles. The experts check products in stores and reorder when they are out of stock, replenish shelf stock from warehouses, increase and revamp shelf facings. In addition, they work with stock in warehouses as well as in retail stores, arrange for 21 30-second product announcements broadcast in over 400 stores during shopping hours and products to be featured in stores' newspaper advertisements. KABC states that this plan has resulted in new distribution and increased sales for food advertisers.

Another chipmunk?

Some lucky listener to KRLA Pasadena, Calif., will win the chance to make a record with the Chipmunks in a two-week contest now being conducted by the station in association with Liberty Records. Retail record shops throughout Southern California are distributing 10,000 entry blanks bearing pictures of David Seville, voice of the Chipmunks through multiple recording. The writer of the most original caption will win the chance to make the special record, which will be broadcast by KRLA and pressed in gold for him to

keep. More than 50 other prizes include specially designed Chipmunk wallpaper, dolls, autographed albums and hand puppets. KRLA has received 16 special contest promotional spots, written and recorded by the Chipmunks, which it will play regularly during the contest period along with the latest Chipmunk recording, "Alvin's Orchestra."

• Drumbeats

Safety first • Over 50,000 Maryland car owners cooperated in the Safe Driving Awards Campaign waged by WCAO Baltimore. The drive started Oct. 23, 1959 and was capped by a reception and dinner attended by Gov. J. Millard Tawes and other state and city officials Jan. 30. Because of the satisfying acceptance, WCAO has announced plans to make the campaign a continuing event.

Beep, beep • WDRC Hartford, Conn. taxes listeners' memories in its "Beep for Bucks" contest. Throughout the day at irregular intervals a beeping tone interrupts the programs, at which time the announcer asks a question such as "Who is the artist on the next record?" or "What is the price on the special mentioned in the last commercial?" The listener hearing the most beeps and sending in the most correct answers wins $10 a program. The station, on 1360 kc, plans to award a total of $1,360 in prize money.

Vote getters • KONO San Antonio is repeating this year a public service promotion which drew an enthusiastic response in 1959. In January, teenagers were requested to pick up poll tax forms at Handy Andy grocery stores and distribute them to the voters of the community. The high school mustering the most effective volunteers won a KONO Disc Jockey Dance. As a result, 11,000 more voters turned out in the 1959 election, having made themselves eligible by paying their poll taxes. In this presidential election year the station says it expects even more gratifying results.

Ad course • CKEK Cranbrook, B.C., has started course on advertising for local advertisers, the course covering all phases of handling and making up advertising.

Extra day • KFBB Great Falls, Mont., will celebrate the extra leap year day (Feb. 29) with a special "after hours" broadcast in conjunction with the Newark (N.J.) News Radio Club. The broadcast will take place from midnight to 3 a.m. MST on Feb 29 during which time KFBB will announce the winners of its special leap year jingle contest in addition to a mood music format.

All that glitters • Gold is being featured in a current promotion by WOWO Fort Wayne, Ind. The station is running a "golden opportunities" talent search in conjunction with the Ted Mack Amateur show; a "gold record" day, when only records which have sold a million or more copies are played; a trip to "golden" Haiti for agencies and timebuyers who can match the selection of records which columnist Earl Wilson has picked to take with him on a desert island. Listeners participated in a Valentine promotion in which the prize was the winner's weight in "gold."

Warning flag • KONO San Antonio, Tex., mobile news units have been flying a black flag after a traffic accident in which a death occurs. In addition, the station broadcasts announcements of each death and that the black flag is flying so "resolve to drive carefully."

Gourmet's delight • WWL-TV New Orleans is offering a new Creole recipe book, "How to Please a Gourmet," which contains many rare culinary secrets gathered through the years from the French Quarter of New Orleans. It may be obtained free by writing to Promotion Department, WWL-TV 1024 North Rampart St., New Orleans, La.

Radio airlift

Agency and client representatives of the Twin Cities will be guests at a "Radio Talent Airlift" musical presentation held by WBBM Chicago in Minneapolis Feb. 24. Programming talents of the CBS o&o outlet will be paraded at the Leamington Hotel before executives of Pillsbury Mills, Northwest Airlines, General Mills and Theodore Hamm Brewing Co. as well as from Campbell - Mithun, BBDO and Knox Reeves Adv. The presentation is being hosted by WBBM in conjunction with CBS Radio Spot Sales, Chicago. The airlift will be headed by Art Thorsen, station program director.

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Station Authorizations, Applications

As Compiled by BROADCASTING

February 11 through February 17. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

ACTION BY FCC

Georgia State Board of Education, Savannah, Ga.—Waived Sec. 3.610 of rules and granted cp for new noncommercial educational tv station to operate on ch. *9; ERP 25 dbk (316 kw) vis. and 22 dbk (158 kw) aur.; ant. height 1,030 ft.; conditioned that permittee accept any electrical interference which may result from operation of tv station operating on ch. 9 in Columbus, Ga., with trans. and ant. located in vicinity of Cusseta, at distance of about 185.6 or more miles from trans. site specified by Georgia State; by letter, denied objection by Assn. of Maximum Service Telecasters Inc., and Herald Publishing Co. (WALB-TV), Albany, Ga., to waiver of minimum mileage separation rule. Ann. Feb. 17.

Existing TV Stations

CALL LETTERS ASSIGNED

KFOY-TV Hot Springs, Ark.—Southwestern Operating Co. Changed from KNAC.

*WISU-TV Carbondale, Ill.—Board of Trustees, Southern Ill. U. Changed from WISU.

KIFI-TV Idaho Falls, Idaho—Eastern Idaho Bcstg. & Tv Co.

WITB Bowling Green, Ky.—George A. Brown Jr.

WDTV Harrisburg, Pa.—Rossmoyne Corp. Changed from WCMB-TV.

WIRM Iron Mountain, Mich.—Valley Telecasting Co.

KCPX-TV Salt Lake City, Utah—Columbia Pictures Electronics Inc. Changed from KTVT.

*KTPS Tacoma, Wash.—Tacoma School Dist. No. 10.

New Am Stations

APPLICATIONS

Stanford, Ky.—Lincoln-Garrard Bcstg. Co. 1520 kc, 5 kw D. P.O. address S.C. Bybee, Columbia, Ky. Estimated construction cost $21,500, first year operating cost $30,000, revenue $40,000. Applicants are **S.C. Bybee, Lanier Burchett, Ray Doss** and **W.G. Morgan,** 25% each. Messrs. Bybee, Burchett and Doss have interests in WAIN Columbia, Ky. Mr. Morgan is in banking. Ann. Feb. 11.

Gouverneur, N.Y.—Genkar Inc. 1230 kc. 250 w. P.O. address 123 Main St., Gouverneur, N.Y. Estimated construction cost $16,157, first year operating cost $60,000, revenue $72,000. Principals include **Martin Karig** and **Morris Genthner,** 25.2% each, and others. Mr. Karig is stockholder in WRSA Saratoga Springs, N.Y. Mr. Genthner is employe of WWSC Glens Falls, N.Y. Ann Feb. 16.

Poughkeepsie, N.Y.—Poughkeepsie Radio Inc. 1530 kc, 5 kw D. P.O. address Asher Lans, 360 Lexington Ave., New York, N.Y. Estimated construction cost $43,941, first year operating cost $75,000, revenue $75,000. Principals include **Georgia L. Weil, Edna M. Hartley,** and **Sumner Collins,** 22.5% each, and others. Applicants have interest in KATZ St. Louis, Mo. Ann. Feb. 16.

Uhrichsville, Ohio—Tuscarawas Bcstg. Co. 1540 kc, 250 w D. P.O. address 226 N. Main St., Uhrichsville, Ohio. Estimated construction cost $14,159, first year operating cost $53,400, revenue $61,200. Principals include **Theodore W. Austin,** 35%, **James Natoli Jr.,** and **Mary C. Natoli,** 25% each, and others. Mr. Austin is minority stockholder WSTP-AM-FM Salisbury, N.C. Mr. Natoli is employe of KYW-TV Cleveland, Ohio. Ann. Feb. 12.

Aiken, S.C.—Robert S. Taylor 1300 kc, 5 kw D. P.O. address 818 Carleton St., Lakeland, Fla. Estimated construction cost $13,300, first year operating cost $36,000, revenue $45,000. Applicant is majority stockholder of WALD Walterboro, S.C. Ann. Feb. 11.

Altavista, Va.—Ted J. Gray Jr. 1280 kc, 1 kw D. P.O. address P.O. Box 296, Bedford, Va. Estimated construction cost $9,925, first year operating cost $37,800, revenue $43,200. Principals include **Theodore J. Gray Sr.** and **Theodore J. Gray Jr.,** equal partners. Mr. Gray Sr. is in farming and industry; his son is employe of WBLT Bedford, Va. Ann. Feb. 12.

Lynchburg, Va.—Southeastern Bcstg Corp. 1320 kc, 1 kw D. P.O. address P.O. Box 1056, Lumberton, N.C. Estimated construction cost $27,790, first year operating cost $58,000, revenue $78,000. Principals include **Denzel M. Shaver** and **Albert Kahn,** 45.9% each, owners of WAGR Lumberton, N.C. Ann. Feb. 16.

Existing Am Stations

APPLICATIONS

WKAI Macomb, Ill.—Cp to increase power from 250 w to 1 kw, (power reduced to 500 w during critical hours) and install new trans. (1510 kc). Ann. Feb. 16.

KBRL McCook, Neb.—Cp to increase power from 1 kw to 5 kw, change ant.-trans. location, install DA and new trans. and delete remote control operation of trans. (1300kc). Ann. Feb. 16.

WBUX Doylestown, Pa.—Cp to increase power from 1 kw to 5 kw, make changes in DA system (one additional tower) and install new trans. (1570kc). Ann. Feb. 11.

KEAN Brownwood, Tex.—Cp to increase power from 100 w unl. to 250 w, 1 kw-LS and install new trans. (1240). Ann. Feb. 16.

KINT El Paso, Tex.—Cp to change frequency from 1590 kc to 860 kc, decrease power from 1 kw to 500 w and make changes in ant. and ground systems. Ann. Feb. 16.

WISN Milwaukee, Wis.—Cp to increase power from 5 kw to 10 kw, change frequency from 1150 kc to 1130 kc, change ant.-trans. location, changes in DA and ground systems and install new trans. Ann. Feb. 11.

CALL LETTERS ASSIGNED

KFRN Forney, Tex.—Global Bcstg. Co.

WDYL Ashland, Va.—John Laurino.

KHOQ Hoquiam, Wash.—Twin Cities Bcstg. Co.

WAAX Gadsden, Ala.—Etowah Bcstrs. Inc. Changed from WCAS.

KDYL Tooele, Utah—Tooele County Radio & Tv Bcstg. Inc. Changed from KTUT.

WYAL Scotland Neck, N.C.—WCRC Radio Inc. Changed from WCRC.

KMYT Clayton, Mo.—St. Louis County Bcstg. Co. Changed from KXLW.

KWNT Davenport, Iowa—Doralcar Assoc. Inc. Changed from KFMA.

Ownership Changes

ACTIONS BY FCC

KGEI Belmont, Calif.—Granted assignment of license to **Far East Bcstg. Inc.** (**John C. Broger,** president); consideration $105,000. KGEI is international bcst. station directing programs to Central and South America. Comr. Bartley abstained from voting. Ann. Feb. 17.

KOLL Libby, Mont.—Granted assignment of license to **Lincoln County Bcstrs. Inc.,** in cancellation of $6,696 debt. **Oliver G. Coburn** is president of assignee; **Ambrose G. Measure,** its secretary, is one-third owner of KGEZ Kalispell, Mont. Ann. Feb. 17.

KMIN Grants, N.M.—Granted assignment of license from **John Blake** and **David M. Button** to **Grants Bcstg. Inc.** (**C.T. Webb,** president); consideration $127,500. **T.E.** and **Tolbert Foster,** also assignee officers, own KDET Center, Tex. Ann. Feb. 17.

KPAM, KPFM (FM) Portland, Ore.—Granted assignment of licenses from **Stanley M. Goard,** et al., to **Chem-Air Inc.** (KETO-FM, Seattle, and Wm. E. Boeing, Jr., president, owns KEDO Longview, Wash., and, with mother, KIDO Boise, Idaho); consideration $200,000. Ann. Feb. 17.

WJPB-TV Weston, W. Va.—Granted relinquishment of positive control by **J. P. Beacom** through sales of stock to **Thomas P. Johnson** and **George W. Eby.** Latter two exercising options agreed to when Telecasting Inc., dismissed its competing application for ch. 5 in Weston. Transaction involves Mr. Beacom surrendering 120 (out of 270) shares to permittee plus $85,000 for additional 100 shares of new stock; Mr. Johnson to pay $95,000 for 237½ shares and Mr. Eby $5,000 for 12½ shares. Ann. Feb. 17.

APPLICATIONS

WABT Tuskegee, Ala.—Seeks transfer of control of **Radio Tuskegee Inc.** from **Andalusia Bcstg. Inc.,** to **John M. Wilder,** sole owner, for $58,000. Mr. Wilder is in real estate. Ann. Feb. 11.

KXXI Golden, Col.—Seeks assignment of license from **Golden Radio Inc.** to **Norman Bcstg.** for $25,000 plus assumption of $45,000 in liabilities. Purchasers are **George I. Norman** and **Philip Rosenthal,** equal partners. Mr. Norman is 50% owner KSVN Ogden, Utah. Mr. Rosenthal is in aircraft sales and leasing. Ann. Feb. 16.

KXGI Ft. Madison, Iowa—Seeks assignment of license from **KXGI Inc.** to **Talley Bcstg. Co.** for $90,000. Purchaser is **Hayward L. Talley,** majority owner WSMI Litchfield, Ill. Ann. Feb. 16.

WTCW Whitesburg, Ky.—Seeks transfer of control of **Folkways Bcstg. Inc.** from **Ernest Tubb,** 50%, to **Donald F. Crosthwaite,** 50%, for $25,000. Purchaser is manager of WTCW. Other 50% partner, **Clarence (Hank) Snow,** cowboy singer, retains interest. Ann. Feb. 16.

WCME Brunswick, Me.—Seeks transfer of control of **Westminster Bcstg. Co.** from **Glen H. Hilmer,** 60%, and others, to **Roger H. Strawbridge,** 53.3%, and **William N. McKeen,** 46.7%, for $90,000. Purchasers are both in advertising. Ann. Feb. 11.

WHOU Houlton, Me.—Seeks transfer of control of **Northern Maine Bcstg. Corp.** from **Westminster Bcstg. Co.** to **Glenn H. Hilmer.** Westminster holds outstanding stock of Northern Maine. Transfer of 51% to Mr. Hilmer is contingent upon Commission grant of WCME, since Mr. Hilmer held majority interest in Westminster prior to sale. Ann. Feb. 11.

WORL Boston, Mass.—Seeks transfer of control of **Pilgrim Bcstg. Co.** from **Joseph A. Dunn, Chester A. Dolan, Jr.** both 18.5% and others, to **Buckley-Jaeger Bcstg. Corp.,** for $300,000. Purchasers are **Richard D. Buckley,** 80%, and **John B. Jaeger,** 20%, licensees of WHIM Providence, R.I. and WDRC Hartford, Conn. Ann. Feb. 11.

WORL Boston, Mass.—Seeks assignment of license from **Pilgrim Bcstg. Co.** to **Buckley-**

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RUSSELL P. MAY
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Washington 5, D.C. REpublic 7-3984
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through February 17

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,402	59	79	785
FM	644	50	167	101
TV	472	51	102	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through February 17

	VHF	UHF	TV
Commercial	447	76	523
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through January 31, 1960

	AM	FM	TV
Licensed (all on air)	3,399	644	471[1]
CPs on air (new stations)	59	38	55[2]
CPs not on air (new stations)	78	164	96
Total authorized stations	3,536	846	670
Applications for new stations (not in hearing)	558	73	61
Applications for new stations (in hearing)	241	36	62
Total applications for new stations	799	109	123
Applications for major changes (not in hearing)	668	30	40
Applications for major changes (in hearing)	180	10	17
Total applications for major changes	840	40	57
Licenses deleted	0	0	4
CPs deleted	0	1	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Jaeger Bcstg. Corp. Assignment contingent upon transfer of control. Ann. Feb. 11.

WCBY Cheybogan, Mich.—Seeks assignment of license from **Straits Bcstg. Co.** to **Straits Bcstg. Inc.**, change to corporation; no financial consideration involved. Ann. Feb. 16.

WMBC Macon, Miss.—Seeks assignment of license from **Confederate Bcstg. Inc.**, to **Radio Macon Inc.**, for $3,000 plus assumption of $16,155 mortgage. Purchasers are **Frederick A. W. Davis**, 90%, and wife, **Janola**, 10%. Mr. and Mrs. Davis hold majority interest in WGIC Centreville, Miss. Ann. Feb. 16.

KMIS Portageville, Mo.—Seeks assignment of cp of **New Madrid County Bcstg. Co.** from **Shelby McCallum** and **Smith Dunn**, 25% each, **Charles Stratton, H. D. Bohn, Mose Bohn**, 16⅔ each, to Messrs. McCallum and Dunn, equal partners, for $1,500. Ann. Feb. 12.

KRAM Las Vegas, Nev.—Seeks assignment of license from **KRAM Inc.** to **SUNA Bcstg. Corp.** for $310,083. Purchasers are **Leonard Blair, Ovsay Lipetz**, 25% each, and others. Mr. Blair is a tv-film producer and director. Mr. Lipetz is president of trading corporation. Ann. Feb. 16.

WGTC Greenville, N.C.—Seeks assignment of license from **Greenville Radio Inc.** to **WGTC Bcstg. Co.** for $140,000. Purchaser is **A. W. Lewin**, who is former chairman of board of Mogel, Lewin, Williams and Saylor Inc., N.Y. advertising agency. Ann. Feb. 11.

KTMC McAlester, Okla.—Seeks transfer of control of **McAlester Bcstg. Co.** from **W. C. Pool**, 30%, and **Rita P. Cornish**, 22%, to **Robert W. Baggett**, 52%, for $19,995. Mr. Baggett is manager of KTMC. Ann. Feb. 16.

KCCR Pierre, S.D.—Seeks transfer of control of **Great Plains Bcstg. Corp.** from **Edward N. Davenport, Daniel C. Lesmeister**, and others to **Frances C. Ross**, 25%, **L. W. Holland** and **Donald J. Porter**, 20.5% each, and others, for $40,000. Mr. Ross is employed by a finance company. Mr. Holland is doctor; Mr. Porter is lawyer. Ann. Feb. 16.

WHBT Harriman, Tenn.—Seeks transfer of control of **Folkways Bcstg. Inc.** from **Ernest Tubb**, 50%, to **Kenneth J. Crosthwait**, 50%, for $5,000. Purchaser is manager of WHBT. **Clarence (Hank) Snow**, 50% partner retains his interest. Ann. Feb. 16.

KBUY Amarillo, Tex.—Seeks assignment of license from **Amarillo Bcstrs. Ltd.** to **Worley & Sanders Bcstrs.** for $76,500. Purchasers are **David R. Worley** and **Gerald H. Sanders**, equal partners. Mr. Worley, prior to sale, was 74.5% owner of KBUY. Mr. Sanders will manage KBUY. Ann. Feb. 16.

KRRV Sherman, Tex.—Seeks assignment of license from **Red River Valley Bcstg. Corp.**, to **A. Boyd Kelley**, 92%, for $185,000. Mr. Kelley is owner of KDWT Stamford and majority stockholder of KTRN Wichita Falls, both Texas. Ann. Feb. 11.

Hearing Cases

OTHER ACTIONS

By order, Commission denied petition by Federal Aviation Agency for stay of proceeding on application of M & M Bcstg. Co. for mod. of cp of station WLUK-TV (ch. 11), Marinette, Wis. Action Feb. 12.

Commission granted protest by John A. Barnett, licensee of KSWS-TV (ch. 8) Roswell, N. Mex., to extent of setting aside its December 16 grants to Microrelay of New Mexico Inc., for common carrier microwave tv relay system to carry programs of KOB-TV, KOAT-TV and KGGM-TV Albuquerque, into Roswell for distribution there by community antenna tv system, pending hearing on protest. Comr. Bartley absent. Action Feb. 10.

By memorandum opinion and order, Commission granted petition by Camellia Bcstg. Inc., insofar as it requested leave to withdraw its application to change transmitter site of station KLFY-TV (ch. 10), Lafayette, La., and increase ant. height from 440 ft. to 940 ft. from hearing in Lake Charles-Lafayette tv ch. 3 consolidated proceeding; reserved decision, pending further order, on Camellia's request to amend its application to specify different trans. site and return application to processing line; and amended hearing issues in consolidated proceeding to determine whether ant. system and site proposed by each of three applicants for ch. 3 would constitute hazard to air navigation. Comr. Bartley absent; Comr. Ford dissented, with statement. Ann. Feb. 17.

Commission scheduled the following proceedings for oral argument on March 17:

Liberty Tv, Inc., and KEED Inc., for new tv stations to oprate on ch. 9 in Eugene, Ore.; and

Riverside Church in City of New York and Huntington-Montauk Bcstg. Inc., for new fm stations in New York City and Huntington, Long Island, N.Y., respectively. Ann. Feb. 17.

Orange County Bcstrs. Anaheim, Calif.—Designated for hearing application for new am station to operate on 1250 kc, 1 kw, DA, D; made KTMS Santa Barbara, and KGIL San Fernando, parties to the proceeding. By letter, advised KGFJ Los Angeles, that grant of Orange County application will not preclude grant of KGFJ application for increase of daytime power. Ann. Feb. 17.

By memorandum opinion and order, Commission, on its own motion, rescinded and set aside Dec. 15, 1959 grant of assignment of cp of WXTV (TV) (ch. 45) Youngstown, Ohio, from Sanford A. Schafitz and Guy W. Gully, d/b as Community Telecasting Co. to

WXTV Inc., corporation composed of same two individuals, and returned that application to processing line for further study; dismissed as moot petition for reconsideration and protest field by WKST Inc. (WKST-TV ch. 33), Youngstown. Ann. Feb. 17.

Commission designated for consolidated hearing application of Duane F. McConnell for new am station to operate on 1340 kc, 250 w, unl., in Clermont, Fla. and following applications to increase daytime power from 250 w to 1 kw, continuing operation on 1340 kc with 250 w-N: WRHI Rock Hill, S.C.; WOOW Greenville, N.C.; WDSR Lake City, Fla.; WSSC Sumter, S.C.; WROD Daytona Beach, Fla.; WTSB Lumberton, N.C.; WOXF Oxford, N.C.; WGNI Wilmington, N.C.; WJRI Lenoir, N.C. and WTAN Clearwater, Fla.; made following licensees parties to proceeding: WLCM Lancaster, S.C.; WDAR Darlington, S.C.; WOKE Charleston, S.C.; WEZY Cocoa, Fla.; WLAT Conway, S.C.; WBTM Danville, Va.; WGRV Greeneville, Tenn.; WSEB Sebring, Fla.; WYSE Lakeland, Fla., and WNSM Valparaiso-Niceville, Fla.; and made following applicants in this proceeding parties with respect to their existing operations: WRHI, WOOW, WDSR, WSSC, WTSB, WGNI, WJRI and WTAN. Ann. Feb. 17.

By memorandum opinion and order, Commission dismissed, on procedural grounds, protest by Burton Lane, individually and as president of American Guild of Authors and Composers, Jimmy McHugh and Ogden Nash alleging certain activities by 563 named radio station in participation with Broadcast Music Inc. Complainants asked that: (a) no license of any of grantees' stations or any other station which is owner of BMI stock shall be renewed unless such licensee (1) divests itself of all stock in BMI owned directly or indirectly by it, (2) states under oath that it will not continue, directly or indirectly, practices such as those mentioned in protest, and (b) Commission order general investigation and hearing for determining which appropriate measures may be necessary to accomplish (a) pursuant to Sec. 303(r) of Communications Act. Notwithstanding its determination that petitioners have not properly invoked procedures of Sec. 309(c), Commission stated it will consider all information brought to its attention which bears on qualifications of broadcast licensees and, accordingly, matters set forth in pleading will be studied to determine what action, if any, is warranted. Ann. Feb. 17.

Routine Roundup

ACTIONS ON MOTIONS

By Chairman John C. Doerfer

On Commission's own motion, made certain corrections in transcript of oral argument which was held Oct. 23, 1959, in proceeding on am application of South Kentucky Bcstrs. (WRUS), Russellville, Ky. Action Feb. 8.

By Chief Hearing Examiner James D. Cunningham

Scheduled for hearing following proceedings on dates shown: March 17: tv protest —Applications of Alvarado Tv Inc. (KVOA-TV, ch. 4) and Old Pueblo Bcstg. Co. (KOLD-TV, ch. 13), both Tucson, Ariz., for cps to change existing facilities; March 21: Applications of Antennavision Service Inc., for new fixed radio stations at Oatman Mountain and Telegraph Pass, Ariz. Action Feb. 10.

Denied petitions by Air Transport Association of America and Air Line Pilots Associations, International, for leave to intervene in proceeding on application of M&M Bcstg. Co. (WLUK-TV), Marinette, Wis. Action Feb. 10.

Granted petitions by A.F. Misch and E.D. Scandrett to extent that it involves dismissal of their applications for new am stations in Coffeyville, Kan. and Washington, Iowa; dismissed applications with prejudice. Action Feb. 12.

Granted petition by Southbay Bcstrs. to extent that it involves dismissal of its application for new am station in Chula Vista, Calif.; dismissed application with prejudice. Action Feb. 12.

Granted motion by Suburban Bcstg. Inc. for continuance of hearing in proceeding on its application for new fm station in Mount Kisco, N.Y., et al.; hearing continued to date to be specified by presiding hearing examiner. Action Feb. 12.

Granted motion by protestants for continuance of hearing scheduled to be resumed Feb. 17 in proceeding on application of Spartan Radiocasting Co. for mod. of cp of station WSPA-TV Spartanburg, S.C.; hearing continued indefinitely, pending review by Commission of certain rulings of hearing examiner. Action Feb. 15.

By Hearing Examiner J.D. Bond

Denied petition by Springhill Bcstg. Inc., Mobile, Ala., for reconsideration and acceptance of revised amendment in proceeding on its application which is in consolidated proceeding with am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Feb. 11.

Pursuant to agreements reached at Feb. 10 further hearing, continued further hearing to Feb. 17 in proceeding on application of WOOD Bcstg. Inc. for cp to change facilities of WOOD-TV Grand Rapids, Mich. Action Feb. 10.

By Commissioner T.A.M. Craven

Granted petition by Broadcast Bureau for extension of time to Feb. 19 to file exceptions to initial decision in proceeding on applications of Wabash Valley Bcstg. Corp. and Illiana Telecasting Corp., in tv ch. 2 proceeding, Terre Haute, Ind. Action Feb. 10.

Granted petition by Tribune Publishing Co. for extension of time to file exceptions to initial decision to date two weeks subsequent to time that Commission acts upon Tribune's motion for leave to amend in proceeding on its application for new tv station to operate on ch. 2 in Portland, Ore., et al. Action Feb. 15.

Granted petition by Brandywine Bcstg. Corp. for extension of time to Feb. 19 to file responsive pleading to "Petition for immediate grant of both applications" by David L. Kurtz in proceeding on their applications for new fm stations in Media and Philadelphia, Pa. Action Feb. 15.

By Hearing Examiner Thomas H. Donahue

Granted motion by Tuscola Bcstg. Co. for extension of time from Feb. 12 to Feb. 23 to file proposed findings of fact and conclusions in proceeding on its application and that of Caro Bcstg. Co., for new am stations in Caro, Mich. Action Feb. 10.

Granted motion by E.L. Cord, doing business as Los Angeles Bcstg. Co., for continuance of hearing from April 4 to April 11 in proceeding on application of Dawkins Espy for new fm station in Glendale, Calif. Action Feb. 10.

Granted petition by Rollins Bcstg. of Delaware Inc. (WJWL), Georgetown, Del., for continuance of certain procedural dates in proceeding on its am application, et al.; exchange of engineering showings from Feb. 11 to Feb. 18; further prehearing conference from Feb. 16 to Feb. 24, and second informal engineering conference from Feb. 18 to Feb. 25. Action Feb. 11.

By Hearing Examiner Charles J. Frederick

Scheduled prehearing conference for 2 p.m., March 1, in proceeding on applications of Alvarado Tv Inc. (KVOA-TV, ch. 4) and Old Pueblo Bcstg. Co. (KOLD-TV, ch. 13), both Tucson, Ariz., for cps to change existing facilities. Action Feb. 12.

By Hearing Examiner Millard F. French

On own motion, continued further hearing from Feb. 12 to Feb. 26 in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Feb. 11.

By Hearing Examiner Isadore A. Honig

Upon petition by WJIV Inc. (WJIV), Savannah, Ga., and with consent of all other parties, extended from Feb. 9 to Feb. 19 date for filing replies to proposed findings and conclusions of Broadcast Bureau in proceeding on WJIV's am application, et al. Action Feb. 8.

Upon request by M&M Bcstg. Co. (WLUK-TV), Marinette, Wis. and with agreement by all other parties further extended from Feb. 9 to Feb. 12 date for exchange of proposed technical exhibits and of lists of witnesses in proceeding on its application. Action Feb. 9.

Granted motion by Sunbury Bcstg. Corp. (WKOK), Sunbury, Pa., for continuance of various dates scheduled for procedural steps in proceeding on its am application; hearing to commence March 21 as heretofore scheduled. Action Feb. 12.

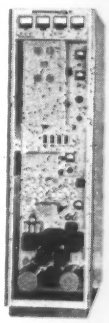
By Hearing Examiner Jay A. Kyle

Pursuant to prehearing conference held proceeding on application of WPGC Inc., for mod. of license of WPGC Morningside, Md. Action Feb. 8.

Pursuant to Feb. 10 prehearing conference, ordered that Martin Karig, Johnstown, N.Y., will submit his direct affirmative case in writing to other parties on or before April 4, in proceeding on his am application. Action Feb. 10.

Upon verbal request of Broadcast Bureau, scheduled hearing for March 15 on order directing Douglas H. McDonald, WTVW (ch. 7) Evansville, Ind., to show cause why his authorization for station

Continued on page 89



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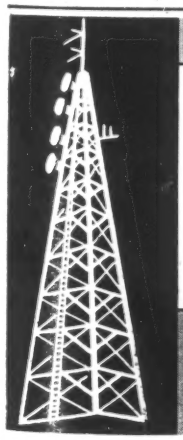

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Need experienced ambitious announcer, married, with car, capable of supervising entire staff as assistant manager of key station in regional eastern chain. Good salary plus liberal incentive bonus. Excellent opportunity for an experienced airman ready for management. Send tape, photo and resume. Box 323S, BROADCASTING.

Radio sales manager. Excellent opportunity. Must have proven sales record. Number one station sharing audience with two other stations. $10,000 annually plus incentive. Send full details. Box 372S, BROADCASTING.

Semi-metropolitan Texas daytimer, needs aggressive management. Prefer medium southwestern market experience. Ownership opportunity for right man. Box 386S, BROADCASTING.

Sales

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Wanted: Experienced small market salesman or sales manager seeking opening in tv sales. Incentive plan, profit sharing, other plus benefits. New York state. Send resume to Box 302S, BROADCASTING.

Northern California station sales staff expanding. Wants young, aggressive idea man. Company interested in man who wants to grow into executive status. Not interested in man who will make less than five figures. Our present salesmen are. Beautiful market; beautiful city; beautiful facilities; beautiful ratings. If interested, please write Box 326S, BROADCASTING.

Radio salesman for top rated station in three station market. $150 weekly draw against commission. Box 375S, BROADCASTING.

Regional sales manager for number one station midwest. $150 weekly draw against commission. Box 376S, BROADCASTING.

Up to 30% commission and permanent home in world famous resort city for experienced phone sales-promotion-copy team. Prefer man and wife though others considered. Experienced only. Box 384S, BROADCASTING.

Air salesmen. Personality who sells on the air and on the street. Salary plus commission. Box 385S, BROADCASTING.

Aggressive, young, experienced salesman for New Orleans. Reasonable salary plus 15%. Promotion to management rapid. Big income potential. Multiple ownership. Box 393S, BROADCASTING.

Time salesman for fast growing Texas station in medium market. $400 per month draw against 15 percent commission and car allowance. Air mail full details to Box 394S, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Aggressive commercial salesman needed for top-rated kilowatter in Texas city of sixty thousand. Excellent benefits, base, and incentives. Right man could eventually become manager. Box 395S, BROADCASTING.

Salesman. Wanted for midwest station. Good frequency, established 1948. Now billing over $175,000. Must be experienced in dealing with local sales and agencies and have sales ideas. Guarantee against commission, car allowance. No air work. Congenial staff. Adult programming and also own other radio properties. Offering advancement possibilities. Send resume to Box 403S, BROADCASTING.

Pleasant music station serving over 2 million people will accept applications from salesmen. Send complete information and late photo to Box 408S, BROADCASTING. Reasonable draw against 15% commission. Box 408S, BROADCASTING.

Sales manager Ohio medium market. Must have excellent sales record and ability to organize and direct. Ideal working conditions at a progressive modern-minded station. Salary in five figures plus incentive. Full particulars now, incentive later. Box 412S, BROADCASTING.

Good guarantee to start in ideal California coastal location. Booming one station market. Tom Wallace, KNEZ, Lompoc, California.

Salesman: hard work and good living in rapidly-growing south Florida market. Draw against commission. Part-time on-air work could be arranged for experienced man. Walt Dunn, WFtL, Ft. Lauderdale, Florida.

Wanted, full time sales man. Experience necessary. Golden opportunity in rapidly expanding market near Cape Canaveral. Send resume WRKT, Cocoa Beach, Florida.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

Top west coast metropolitan station has immediate opening for bright personality deejay. Salary open for right man. Rush air check, resume, picture to Box 266S, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Single station market in west Texas will need an experienced announcer soon. Do not apply unless you are seeking permanent employment. Sales or news background preferred, but not essential. Box 325S, BROADCASTING.

Experienced, swinging dj—program director for independent 1000 kw fulltime top 40 station in Texas. Must have good voice, air mail tape and resume for good opportunity. Box 367S, BROADCASTING.

Immediate opening for capable announcer-dj. Excellent locality—Black Hills of South Dakota. Experience secondary. Salary commensurate with ability. Tape and resume to Box 368S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Morning man for Ohio station, experienced. Enthusiastic but not talkative. Send full information of experience to Box 380S, BROADCASTING.

Young announcer-salesman or salesman, emphasis on sales. Straight salary. Established kilowatt fulltimer, southeastern Kentucky. Box 388S, BROADCASTING.

Experienced announcer with mature selling voice and knowledge of news needed by leading Texas kilowatter. Box 396S, BROADCASTING.

Don't answer this ad—Unless you are top man in regional market with fresh ideas to capture audience. One of nation's best metropolitan independents wants two hot-shot personalities. Sky's the limit. Work alone or as a team. Get full support of advertising, publicity, promotion for sensational build-up. Are you another Godfrey waiting to be discovered? Send tape, photo, resume to Box 401S, BROADCASTING.

Pleasant music station serving over 2 million people will accept applications from announcers with rich resonant voice. No disc jockeys or air personalities need apply. Send application, late photo and tape to Box 409S, BROADCASTING.

Immediate, announcer-engineer, first class ticket, emphasis on announcing, little maintenance, new station growing community, west central Florida. Box 410S, BROADCASTING.

Experienced, production-minded announcer with department know-how for Chicago perimeter station. Around $6,000. Box 411S, BROADCASTING.

Experienced announcer - copywriter to handle livewire, early morning show and write livewire copy on number one adults' music station in two-station market. Send resume and samples to Program Director, KGFW, Kearney, Nebraska.

Combination announcer-engineer with capability in both areas for 250 watt Gates equipped station at Moberly, Missouri. Starting salary $100.00 per week with other benefits. Announcing capability is a requirement, and party selected will be chief engineer. Send tape and resume to KNCM, Moberly, Missouri.

Combination man with first phone, strong on announcing. 5 kw CBS, western Nebraska. Ideal working conditions, new building. Bonus plan. Send audition tape and data to KOLT, Scottsbluff, Nebraska.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Announcer with first class ticket. Station WAMD, Aberdeen, Maryland.

Wanted, versatile girl announcer-receptionist for new 500 watt daytime station. Some experience necessary. WCHP, Tuscumbia, Alabama.

WCPA, Clearfield, Pennsylvania will soon have an opening for a good, experienced announcer. Salary open. Good opportunity with growing radio and newspaper chain. Send tape and resume to George Mastrian.

Combination man with first ticket. Strong on dj and news. CBS affiliate going 1 kw soon, new studios, ideal living and working conditions, permanent. Tape and resume to WELM, Box 281, Elmira, N. Y.

Help Wanted—(Cont'd)

Announcers

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

Mature, experienced announcer for family radio station. Medium paced, community minded, middle of the road music policy. Send tape, resume, salary expected to Program Director, WKZO Radio, Kalamazoo, Michigan. Only mature, experienced men given consideration.

Have opening for experienced announcer. Salary, working conditions, future excellent for right man. WLAU, top rated 5 kw station, Laurel, Mississippi. Reply Gene Tibbett.

Announcer-Experienced. We're looking for a steady, mature man, for permanent staff. Station is a solid, well-established adult operation in firm midwest market. Excellent working conditions and complete company benefits. Send tape and resume first letter. WMAY, 711 Myers Bldg., Springfield, Illinois.

Experienced top 40 man. Evening shift. Contact John Cigna, WNCO, Ashland, Ohio.

Excellent opportunity for good announcer with sales experience. $125.00 per week plus sales commission and car expense. Good music station suburban Cleveland. Send tape and resume interview later. WPVL, Painesville, Ohio.

Announcer wanted. Morning man for established and growing rural centered station. Family man with farm background preferred. First morning opening in three years. 40 hours, health insurance plan, two weeks vacation after one year. Send tape, resume and salary expectation WRCO, Richland Center, Wisconsin.

Professional disc jockey patter material. Write: B.L. Enterprises, P.O. Box 1, Elkhart, Indiana.

Technical

Immediate opening for experienced first phone, chief engineer, with station currently 1000 watts, application for 5000 pending. Application for tv pending. Excellent opportunity in regional network chain. Employee insurance. Job with a future. Reply to Box 298S, BROADCASTING.

First class engineers for transmitter shift. Top station . . . top major eastern market . . . top salary. Box 366S, BROADCASTING. Do it right now ! ! !

Permanent position with No. 1—5000 watt station in wonderful western Washington, for experienced announcer with 1st phone. Start $100 per week; ideal working conditions. Send resume, references and tape. Box 389S, BROADCASTING.

Chief engineer, 1 kw, some announcing, rural location, 30 miles from large city. Must be moral and dependable. Send resume, tape and salary requirement to Box 425S, BROADCASTING.

Immediate opening transmitter engineer—first phone 5 kw regional. Winter resort area. Salary to living cost spread good. Apartment with two bedrooms being renovated. Fringe benefits, insurance plan, accumulated sick leave. Permanent job. No drifters. Wire or call Warren Chase, Chief Engineer, WDEV, Waterbury, Vermont, CHerry 4-7376.

Engineer—First phone. 40-hour week. Transmitter and studio work. Immediate opening. Permanent. Excellent working conditions at first-class station in solid midwest market. Contact WMAY, 711 Myers Bldg., Springfield, Illinois.

Production-Programming, Others

Radio and tv news director NBC affiliate. Actively direct completely equipped department. Supervise second department of multiple ownership. Send photo and resume. Box 371S, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

News and copy writer, plus servicing accounts and relief announcing; sales if interested. Can be key job, depending on the man. Box 378S, BROADCASTING.

Ohio station needs fast, capable, energetic copywriter for spot commercials. Send resume of your experience and include samples of your work to Box 381S, BROADCASTING.

1000 watt station, located in Georgia, has opening for program director and continuity writer. Also an opening for production man. Excellent working conditions, good pay. Write Box 404S, BROADCASTING.

Program director for fulltime 5 kw, east coast metropolitan market. Age 22-32. All-around experience and ability to supervise can lead to assistant-mgr. group operation. Box 413S, BROADCASTING.

RADIO

Situation Wanted—Management

Mr. Owner: Let me manage your station with option to buy. Sensational management-sales record. Box 317S, BROADCASTING.

Does your station suffer from droopy sales and sagging profits? Let a dynamic, successful general manager solve your problems. Box 318S, BROADCASTING.

Sales manager/manager — small-medium market, experienced. Knows good format, also network. Pennsylvania or bordering states only! Available in spring. Box 349S, BROADCASTING.

Commercial manager in a top 40 station in central Florida metropolitan area desires to manage station in south Florida. Strong on sales and qualified for management. Resume, references proof of performance, 35, married, three children. Box 351S, BROADCASTING.

General manager—ten years experience as commercial manager. At present assistant general manager experienced in all phases radio . . . sales—local, regional, national, including working with top reps . . . promotion, programming, merchandising. Prefer medium market. Available in sixty days. Box 352S, BROADCASTING.

Manager or sales manager. Would like to exchange 20 years of creative thinking, dynamic action and outstanding results all phases major market radio, television and agency for commensurate high-level earnings opportunity. Young, happily married. With present employer for eleven pleasant and mutually profitable years. Box 392S, BROADCASTING.

I'll manage your station in Florida, Arizona, California with future opportunity to buy in. Currently managing station. Have proven sales record. Now earning 12M. If you can afford me, I'll make $ for us. Box 398S, BROADCASTING.

Sales

Attention-Media brokers. Competent, experienced broadcaster familiar and successful in all phases of industry desires association as representative preferably in south. Box 402S, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Mr. Station Owner . . . If you are reading this ad and thinking of your needs for an experienced salesman and/or newsman write Box 416S, BROADCASTING.

I can profitably sell and promote your radio station. Want to settle down. Not a prima donna. Box 419S, BROADCASTING.

Announcers

Baseball announcer. Wants baseball situation only. First class broadcaster. References. Box 259S, BROADCASTING.

Attention. "Good music station." Experienced, talented announcer. Wants to relocate. Box 281S, BROADCASTING.

Experienced young staff announcer who excels in dj work and sports play-by-play. Will liven up your station. Tape available. Box 332S, BROADCASTING.

DJ, bright, adaptable, reliable, single. Relocate anywhere for real opportunity. Tape, resume, picture. Box 347S, BROADCASTING.

Sports-newscaster, disc jockey, program director background. Family. Desires solid, permanent connection. Box 348S, BROADCASTING.

Good congenial sportscaster and publicity man, thoroughly experienced in baseball and other sports. Desiring progressive midwest station. Twelve years experience. All replies answered. Box 350S, BROADCASTING.

Experienced college graduate looking for all-night deejay-announcer slot with jazz minded station. Box 353S, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful style. Tape available. Excellent training. Box 354S, BROADCASTING.

Attention, California, Arizona! Arrive March 7. Personality, single, 33. Six years radio, television. Best references. Employed. Permanency. Prefer nights. Box 356S, BROADCASTING.

Mature personality, single. Available March 1. Six years radio, television. Box 357S, BROADCASTING.

Play-by-play baseball this season. Mature, will sell own games. Soon have first class phone. Instructor at electronic school. Box 359S, BROADCASTING.

Announcer, reliable, intelligent, handle discs, news, staff work, tape available. Box 365S, BROADCASTING.

Young man seeking staff position. Mature voice, authoritative news. Lite experience. Box 369S, BROADCASTING.

1st phone announcer, fm experience, desires Chicago or vicinity. Box 377S, BROADCASTING.

Country and western dj. Ten years radio and television combined. Recording artist. Age 29. Top-rated nationally experienced in news, sales and board. Sober, dependable, and best of reference. Desire permanent position. Available at once. Box 379S, BROADCASTING.

Personality dj: Young, ambitious, thoroughly trained, top flight voice and commercials. Box 382S, BROADCASTING.

MARCH 1ST

Is an important date for one of the nation's leading independent radio stations.

That's when this top-rated St. Louis facility will have an opening for a Sales Manager.

We are looking for an aggressive, personable, hard-hitting guy who wants incentive and the opportunity to move into top management.

Send resume, recent photo and salary requirements to:

Box 428S, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Top jock in market of 200,000 looking for move. Experienced with McLendon and as pd. Heavy on personality. Guarantee results in helping your rating. Married. Box 387S, BROADCASTING.

Specialized copy disk jockey. Ideal gal extraordinaire. Fit into radio anywhere. Box 391S, BROADCASTING.

Ten years tv/radio experience. Good news, staff, mc. Early thirties. Box 405S, BROADCASTING.

Young swingin' dj. Experience as program and news director. Adapt any style. Prefer Penna.-Ohio area. College grad. Some sales. Box 417S, BROADCASTING.

Disc jockey, newsman, and writer all wrapped up into one personality. Worked all operations; speedy top forty, straight personality, non-personality format—you name it. Working out west at the moment. Want east coast market. Hometown, Boston. Box 418S, BROADCASTING.

Radio announcer-dj. Experienced combo and news. Young, aggressive, married, 3rd ticket. Box 420S, BROADCASTING.

Young announcer desires position as play-by-play sportscaster. Dependable and ambitious. Prefer eastern location. Box 421S, BROADCASTING.

Topnotch, versatile announcer-newscaster. Personable, stable. Experience, key markets! Justice 3-0884, Apartment 4, 402 Harvard, Norfolk, Virginia.

Morning man, family, versatile, deep voice. Plenty experience, available now. Box 604, Monteagle, Tenn.

Staff announcer job anywhere. Willing to work hard. Had own show. Call after 4 p.m. John Burns, CO 1-2309, 5447 W. Potomac Ave., Chicago 51.

Excellent play-by-play all sports. Top minor league baseball, college basketball, football, bowling, golf. TV-radio sports director experienced all types on-camera work. College grad, family man willing to move to good sports market needing play-by-play man. Thomas Dennin, 13 Hickory Road, Binghamton, New York, RA 4-8277.

If you are looking for a young, ambitious announcer with nine years musical background, recent graduate of a creditable broadcasting school, eager to become associated with a progressive station, I'm your man. Herb Mirti, 5722 N. Kenmore, Chicago 40, Illinois.

Experienced announcer, references; good and bad. Call Moore, 183 Patton, 7-1227, Shreveport, Louisiana.

Experienced announcer-producer seeks position with an aggressive and growing tv radio setup. Some net experience. M.A. degree in speech. Good on ad lib and commercial presentation. Contact Bob Osterberg, Box 392, 60 Norma Road, Harrington Park, N.J., CL. 5-1484.

Announcer, dj, music for adults of all ages. Minimum experience, smooth sound. Happy morning "Sad Sack Show" or what have you? Relocate. GA 7-0447, Frank Sacks, 18505 W. 8, Detroit 19, Michigan.

Announcer-dj. Fine background. Smooth, crisp delivery for "on-the-air" sellability. Family man, 25, versatile and dependable. Sales also. Prefer midwest. Stability a "must". Bob Walzer, 10812 S. Ridgeway, Chicago, Ill.—PRescott 9-6557.

Attention California, Oregon, Nevada, Arizona; good, mature announcer, 34, married, wants to settle, 4 years radio experience, tv booth work. First phone. Can air-sell your station. B.A. speech, gregarious. $130. Ken White, 3405 Bayview Dr., Manhattan Beach, Calif. FR 2-7057.

Technical

Engineer, 8 years am, some tv, experienced chief, remote control and directional system. No announcing. Box 301S, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

First phone desires job in broadcast or other electronic field during April-October period. Winter full-time member, symphony orchestra. Liberal arts training, varied electronic experience. Might favor Chicago area. Box 346S, BROADCASTING.

Chief engineer—6 years experience, good announcer, salesman. Construction and directional experience. Desire opportunity to expand in all fields. Box 3352, Norfolk 14, Va., JU 8-1955.

1st phone, 8 years electronics experience. Desire transmitter engineer position. Age 26, veteran. George Williamson, 1110 North 1st St., DeKalb, Illinois.

Production-Programming, Others

Ten years experience radio-television continuity. Some production-directing. Mature, married, presently employed tv continuity director. Want agency or top-salary station. Box 276S, BROADCASTING.

Reporter-newscaster. Responsible, complete coverage, professional delivery, now working, 8 years radio-newspaper experience, best references, college, car, interested radio and/or television. Box 355S, BROADCASTING.

Newsman-director looks for metro radio or tv and guarantees remit 1st year's salary if not rated tops in news your area. Otherwise a bonus. OK? Box 390S, BROADCASTING.

Let's trade . . . I offer complete knowledge, know-how, judgment all phases of broadcasting . . . Positive money-making ideas. Will relocate. Money secondary to right opportunity. What's your offer? Box 397S, BROADCASTING.

PD available within month. Prefer fulltime indie Ohio. Will concentrate on community service programs, and set up news department. Decade experience including tv. Box 400S, BROADCASTING.

Graduate of radio and tv school-family man—30, desires permanent position in small or medium market, preferable southern states. Thoroughly versed in all phases of production. Box 414S, BROADCASTING.

Experienced newsman—9 years. Personality type with editorial experience . . . qualified to sell. Interested in locating west of Mississippi in market of 150,000 or more. Write Box 415S, BROADCASTING.

Radio-television newsman, currently employed, seeks larger market. College graduate, veteran, five years experience. Ambitious, creative, want opportunity to grow in field. Resume on request. Box 423S, BROADCASTING.

TELEVISION

Help Wanted—Management

Promotion manager. An all-around man for a well-rounded operation in television and radio. Network affiliate, largest station in major group ownership, in one of the top 15 markets. North central location with ideal living and recreational facilities. Box 339S, BROADCASTING.

Sales

Needed: Man with tv sales ability. We offer secure future, incentive plan, profit sharing, and other benefits to a man who can produce. New York state, NBC affiliate. Send resume to Box 297S, BROADCASTING.

Experienced salesman with proven sales record to manage local tv sales. Network affiliate. 350,000 sets. Multiple ownership. Box 373S, BROADCASTING.

Excellent opportunity for television salesman in market of 350,000 sets. $150 weekly draw against commission. Box 374S, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Excellent opportunity for experienced time salesman with new, progressive, high-power station in exclusive uhf $427,000,000 market. ABC affiliate. To supervise 2-3 salesmen. Top commission, with possibility of override. KNBS-TV, Box 522, Walla Walla, Washington.

Do you qualify for a well paying tv sales manager's job with attractive starting salary and possessing positive potential for permanency and growth? One of my tv clients, in excellent medium size market, is now looking for an experienced sales manager with record of achievement; age preferably under 45 years; must be creative type person; skilled in supervising and stimulating his salesmen and both able and willing to do local selling on his own. Send full biographical and other application information to: Richard P. Doherty, President; Television-Radio Management Corporation; 1816 Jefferson Place, N.W., Washington 6, D.C.

Announcers

Experienced tv announcers. Top gulf coast CBS station will interview announcers that qualify. Must be neat, clean cut. Good news voice, must be able to sell products on camera. Good salary and many extras. Send resume, tape and picture to Box 120S, BROADCASTING.

We are looking for a combination, fast pace, top 40 dj and live tv commercial announcer. Send picture, tape and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Technical

Southeastern vhf television station has opening for first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 204S, BROADCASTING.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Midwest vhf with fine community stature looking for number two man in news—sports department for news gathering and on-the-air work. Must be able to do "sell" commercials. Only experienced midwest talents need apply. Box 407S, BROADCASTING.

TELEVISION

Situations Wanted—Sales

I want a job in sales! Background is 7 years tv announcer-director-production. Is there a sales manager willing to offer me an opportunity? I know I can sell. Prefer midwest. Best references. Married-family. Box 399S, BROADCASTING.

Announcers

TV, two years experience, 100,000 size market, staff, personality, excellent references. Box 280S, BROADCASTING.

Sports announcer-writer . . . colorful, entertaining delivery by mature reporter. Also, commercial-staff work. Box 370S, BROADCASTING.

Good morning man—first phone—three years experience, good emcee, on and off tv experience. Within 150 miles Twin-Cities. Box 383S, BROADCASTING.

Technical

TV audio engineer, first phone, excellent references, three years experience, panel discussions, news, weather and sports, battle of the bands, 'teen dance hops, comedy and variety. Box 261S, BROADCASTING.

Experienced switcher - director, smooth, tight production. Presently employed. Box 299S, BROADCASTING.

Director of engineering-radio or television, management inclined, economical and efficient operation. Presently chief engineer, radio television situation. Box 406S, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Administrative assistant: Sober executive offers broad experience in tv programming and sales. Can aid owners or chief of vhf network affiliate seeking improvement in local station image at minimum expense. Prefer medium to large central or southern area. Appreciate interview with principal ready to talk business. Box 358S, BROADCASTING.

Ambitious, creative, producer-director seeks relocation in larger market. Field experience: two years etv, three years commercial uhf area. College graduate, married. References and resume on request. Box 424S, BROADCASTING.

FOR SALE

Equipment

Schafer remote control 400-R. New, never out of cartons. List $1695.00, save 25%. Box 296S, BROADCASTING.

Two professional turntable cabinets, one turntable with cabinet, equalizer, two arms need stylus. Make offer. Box 360S, BROADCASTING.

Magnecord P75 tape transport and amplifier with cases. Never used—too heavy for remote school use. Three microphone inputs, 250 ohm input transformer. Box 422S, BROADCASTING.

G.E. 250 watt fm transmitter, B model, excellent condition. Room 6, 1201 Larrabee, Los Angeles 46.

GE 250 fm transmitter. Good condition. On air. $1750. KLAY-FM, Tacoma, Washington. BRoadway 2-7460.

2 814 Magnecorders—good condition—racked—automatic tape players 8 hours each—can be used as b.g. music or authomation etc. Cost new $1650—want $800 cash. Call 6363, Green Cove Springs, Fla. or write WGRC Radio, Green Cove Springs, Florida.

Complete background music system: 2 long play tape playback (Ampex and Magnecord), 100 hrs. of music on 14" reels, monitor speaker and amplifier, clock, automatic alarm and switchover unit for unattended operation. First offer over $1500. WNEX, Macon, Georgia.

Color tv studio and test equipment—New equipment—bargain prices. Regulated power supplies, video and pulse distribution amplifiers, color bar generators, video monitors, etc. Electronic Enterprises, 124 North 3rd St., Philadelphia 6, Pa., WAlnut 5-4930.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-8100.

3 kw fm station, all equipment necessary to operation $6,000.00. Federal Field strength meter—$275.00. Limiter GE 4BA7—$750.00. Tapak (new model) recorder—$150.00. Magnecorder 101 stereo recorder—$350.00. Dual channel audio console, G.E.—$725.00. Ampex 450 tape recorder—$525.00. Ampex 300 tape recorder—$650.00 Reply to: Wayne Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

TV video monitors. 8 MC., metal cabinets starting at $189.00. Never before so much monitor for so little cost. 30 different models, 8" thru 24". Miratel, Inc., 1081 Dionne St., St. Paul, Minn.

Teflon coaxial transmission line 1⅝", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protections systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

WANTED TO BUY

Stations

Will buy all or majority of am station in New England; 20-25 years in broadcasting; presently and for past 13 years general manager and chief engineer of am facility; 1st class FCC license and know-how to go with it; put present station on the air engineering-wise; 42 years old; family man; not a get-rich quick merchant or buy-sell boy; will have to be mighty interesting to make me move. All replies on QT; expect same from you. Box 269S, BROADCASTING.

Cash or terms for radio station in top 130 markets. Financially able and experienced. Replies held in strict confidence. Principals only. Box 345S, BROADCASTING.

Equipment

Wanted to buy, complete fm equipment, transmitter, monitors, and antenna. Box 361S, BROADCASTING.

BUSINESS OPPORTUNITY

Operate profitable employment **agency** — home or office; part or full time. Write Personnel Associates, Box 592-BT, Huntsville, Ala.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Wasshington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Yes, our graduates get good jobs as announcers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license in six weeks. Next class March 14th. Reservations required. This is the cando school. Pathfinder, 510 16th St., Oakland, California.

Approved FCC operator's license course offered by New York's oldest broadcasting school. This proven ticket-getter prepared by FCC expert for those hesitant about crash courses. Evening classes, 31 weeks, April 25. Day classes, 20 weeks, February 10. Academy of Broadcasting Arts, 316 West 57th Street, NYC 19, PLaza 7-3211.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

STATION MANAGER

Are you ready to manage a successful major market, midwestern radio station and earn a substantial ownership interest in a very few years? We're looking for a truly creative and imaginative sales executive under forty who can originate and *sell* radio sales packages and promotions to our advertisers. We'll pay upward of $20,000.00 to start—guarantee you a one-third interest in our million dollar station in just seven years—if you've got what it takes. We'll handle programming and administrative details—you produce sales. We want the best radio salesman in the country, and we're willing to pay for him. Send resume, references, and snapshot to:

Box 429S, BROADCASTING.

Sales

SALESMAN

Wanted for midwest station. Good frequency, established 1948. Now billing over $175,000. Must be experienced in dealing with local sales and agencies and have sales ideas. Guarantee against commission, car allowance. No air work. Congenial staff. Adult programming and also own other radio properties. Offering advancement possibilities. Send resume to:

Box 403S, BROADCASTING.

***STAFFING* new radio station in Rockford, Illinois. Will interview applicants for Sales Manager, Salesmen, Newscasters, Announcers and Copywriters. Send resume and tapes, if available, with letter outlining family status and salary requirements, to John R. Livingston, President, Town and Country Radio, Inc., P.O. Box 437, Rockford, Illinois**

Announcers

DISK JOCKEYS

WE'RE MOVING UP, AND WOULD LIKE TO HEAR FROM "JOCKEYS" WHO WANT TO DO LIKE-WISE. WE'RE IN ONE OF THE TOP 20 MARKETS, IN A BALMY CLIME.

Send tape, photo, resume to:

Box 363S, BROADCASTING

ANNOUNCER—MORNING MAN

Needed immediately by top-rated northern Ohio independent. Sparkling personality and experience in fast-paced modern radio essential. Top salary for right man. Rush tape, resume and photograph to President, WCUE Radio, Inc., 41 South Main Street, Akron 8, Ohio.

Help Wanted—(Cont'd)

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching **EXCLUSIVELY** . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. **COACHED BY NEW YORK BROADCASTERS. Get the MODERN SOUND. KNOW MODERN RADIO. Now a limited number of BEGINNERS being accepted for SPECIAL COURSES. For appointment call Mr. Keith at SU 7-6938.**

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street New York 23, N.Y.

Help Wanted—(Cont'd)

Production-Programming, Others

LARGE MARKET STATION

Wants young aggressive promotion manager who likes a challenge, has iniative, imagination and can follow thru. One man department. Salary open.

Box 364S, BROADCASTING

Help Wanted—(Cont'd)

Production-Programming, Others

NEWSMEN
FOR GROWING STATION
IN TOP 20 MARKET
IN GROWING SOUTHERN
RESORT MARKET

All Replies Confidential. Send tape, photo, resume, etc.

Box 362S, BROADCASTING

STATIONS — FOR SALE

PACIFIC NORTHWEST REGIONAL

Old established 5000 watt fulltime station located in a sportsman's paradise. Excellent real estate included in price of $185,000. $55,000 down with balance over 15 years.

Box 426S, BROADCASTING.

CALIFORNIA FM

San Joaquin Valley — Class B FM CP. $12,500 with terms.

Box 427S
BROADCASTING

Due to health, disposing of broadcast properties. Pay $8,000 and take over 1 kilowatt daytime Tennessee operation. Balance of $21,000 financed for you on monthly payments. If prepared to trade and assume management immediately, call me. Phone Melrose 8-6680, Clifford Spurlock, Box 3062, Greenville, Tenn.

La.	Single	500w	52M	terms
Miss.	Single	250w	140M	terms
Tenn.	Single	1kw	75M	terms
Tenn.	Single	1kw-D	55M	terms
Va.	Single	250w	60M	terms
Ill.	Single	500w	95M	terms
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Calif.	Single	250w	68M	terms
Fla.	Small	250w	55M	terms
Fla.	Small	250w	85M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Va.	Metro	250w	330M	terms
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	terms
Fla.	Large	5kw	185M	terms
La.	Major	250w	250M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

West Coast fulltime regional. Excellent market. Making money. $275,000 on good terms—Texas day regional, single market highly diversified area. Well operated. In black. Nice studios middle of town. Owns txmitter site. A good buy at $59,500 with 29% down. Bal. 6 yrs. at 6%.—Southern medium regional, dandy frequency. Making money. Excellent coverage of top market and area. $87,500 29%. Easy payout negotiated.—Southwest major, fulltime regional. In black. $325,000 about 20% down. PATT McDONALD, Box 9266, Austin, Tex. GL. 3-8080, or Jack Koste, 60 E. 42nd., NY 17, NY. MU 2-4813.

STATIONS FOR SALE

***SOUTHWEST.* Full time. Top market, $70,000 down.**

***ATLANTIC COAST STATE.* Daytimer. Doing $46,000. $20,000 down.**

***SOUTHWEST.* Daytimer. Excellent dial position. The finest equipped station in the country. Gross $14,000 a month. Asking $240,000 with 29 percent down.**

***CALIFORNIA.* Full time. Dynamic and fast growing market. One of the few stations available at $35,000 down in so large a market.**

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

FOR SALE

Equipment

FOR SALE

2 RCA TP16B film projectors. 1 RCA TK20 Iconoscope camera, with tubes, complete except for TM5 monitor and console housing. 1 RCA TP9B Film Multiplexer. 1 RCA-GR WF4B/1171AT1/1170BT1 Television Station Monitor, Channel Five, convertible. 1 RCA TX2A channel 5 diplexer. Power supplies—RCA MI-8262, 580D, WP33B, DuMont 5019-A (converted to 616 regulators) GE TP12A and TP13A. All equipment in good working condition. H.A. Bondy, WAGA-TV, Atlanta, Georgia.

PRICES REDUCED ON USED 5000 WATT AM BROADCAST TRANSMITTERS

The following used 5 KW Transmitters have been traded-in on the purchase of new Gates higher powered models and are offered as is, f.o.b. Quincy, Illinois:

RCA Model 5D, tuned to 1300 KC **$3495.00**

RCA Model 5DX, tuned to 1150 KC **$4000.00**

Raytheon Model RA-5A, tuned to 960 KC **$4450.00**

Western Electric Model 405B1, tuned to 1350 KC **$3495.00**

Westinghouse Model 5HV-1, tuned to 1460 KC **$4995.00**

Orders will be accepted on first-come, first-serve basis. Some available from stock, or within 30 to 60 days.

For further information contact:

Franz Cherny
Transmitter Sales
GATES RADIO CO.
Quincy, Illinois
Telephone Baldwin 2-8202

Continued from page 83

WTVW should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Feb. 11.

Pursuant to prehearing conference held Feb. 11, scheduled dates for certain procedural steps on applications of WBUD Inc. and Concert Network Inc., for new fm stations in Trenton, N.J.; hearing scheduled for June 7. Action Feb. 11.

Pursuant to prehearing conference held Feb. 11, scheduled dates for certain procedural steps on am applications of Frank A. Taylor, Haines City, Fla., et al.; hearing scheduled for May 24. Action Feb. 11.

By Hearing Examiner Forest L. McClenning

Granted petition by Eastern Connecticut Bcstg. Co., and extended from Feb. 16 to Feb. 29 time for filing proposed findings of fact and conclusions of law in proceeding on am application of Suburban Bcstg. Inc. (WVIP), Mount Kisco, N.Y. Action Feb. 10.

Granted request by Newport Bcstg. Co. for continuance of procedural dates in proceeding on its application for new am station in West Memphis, Ark.; exchange of exhibits continued from Feb. 23 to March 15; hearing continued from March 21 to April 20. Action Feb. 12.

By Hearing Examiner Elizabeth C. Smith

Received in evidence Exhibit 19H of George T. Hernreich, dismissed as moot Hernreich's motion for addition of issue and for leave to file reply to opposition, and closed record in proceeding on application of Hernreich for new tv station to operate on ch. 8 in Jonesboro, Ark. Action Feb. 9.

Granted petition by Radio 940 for leave to amend its application for new am station in South Haven, Mich., to correct an inadvertent error in designating a phase angle as positive when it was negative phase angle; application is in consolidated proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Feb. 9.

By Hearing Examiner Elizabeth C. Smith

Denied motion by Sierra Bcstg. Co., Reno, Nev., for indefinite continuance of hearing presently scheduled for March 22 in proceeding on its am application, et al. Action Feb. 11.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of February 12

KTBS-TV Shreveport, La.—Granted cp to change aur. ERP to 60 kw and make minor equipment changes.

KFSD-TV San Diego, Calif.—Granted cp to install an aux. trans. at main trans. site.

WDAM-TV Laurel, Miss.—Granted cp to reduce aur. ERP to 25.7 kw.

WHBF-TV Rock Island, Ill.—Granted cp to change aur. ERP to 50 kw and make minor equipment changes (main trans. & ant.).

WJHO Opelika, Ala.—Granted cp to install new trans.

WBEU Beaufort, S.C.—Granted cp to install new trans.

WDET-FM Detroit, Mich.—Granted cp to increase ERP to 79 kw, increase ant. height to 450 ft. change ant.-trans. location, main studio location to same as trans. location, install new ant. for emergency use and make changes in ant. system.

WRFL (FM) Winchester, Va.—Granted cp to increase ERP to 22 kw and ant. height to 1,430 ft.; remote control permitted.

KBUH Brigham City, Utah—Granted cp to install new type trans.

K70AL, K73AD Palm Springs, Calif.—Granted mod. of cps to operate by remote control, change ERP to 134 w for K70AL and 130 w for K73AD, make changes in ant. systems and equipment (type of trans. line) and change in remote control equipment.

K70BV, K75AQ, K79AL, K82AI Kabetogama and Orr, Minn.—Granted mod. of cps to change frequency from ch. 76, 842-848 mc to ch 70, 806-812 mc, ERP to 118 w, type ant., and changes in ant. system; frequency from ch. 78, 854-860 mc to ch. 75, 836-842 mc, ERP to 118 w, type ant. and changes in ant. system; frequency from ch. 80, 866-872 mc to ch. 79, 860-866 mc, ERP to 118 w, type ant. and changes in ant. system; ERP to 118 w, type ant. and make changes in ant. system.

Following stations were granted extensions of completion dates as shown: WOLE-TV Aguadilla, P.R. to Aug. 13; KFRC-FM San Francisco, Calif. to July 14; KGIL San Fernando, Calif. to July 25; WSBC-FM Chicago, Ill. to May 3; KSTN-FM Stockton, Calif. to Apr. 30; WCBM-FM Baltimore, Md. to June 15; WYAL Scotland Neck, N.C. to May 1; KENT Shreveport, La. to Aug. 1; KNEV (FM) Reno, Nev. to Mar. 31; WMIC St. Helen, Mich. to June 15.

Actions of February 11

KWSH Wewoka, Okla.—Granted acquisition of negative control by each **Bill** and **Katherine Hoover, Brown** and **Mary K. Morris** (family group) through purchase of stock from **Virginia** and **Donald L. High.**

KADA Ada, Okla.—Granted acquisition of negative control by each **Bill** and **Katherine Hoover, Brown** and **Mary K. Morris** (family group) through purchase of stock from **Virginia** and **Donald L. High.**

WGTO Cypress Gardens, Fla.—Granted cp to install old main trans. at present trans. location as alternate main trans.

KDMC-FM Corpus Christi, Tex.—Granted cp to change trans location, studio location, increase ERP to 10 kw, increase ant. height to 290 ft., and install new ant.; remote control permitted.

WHBF-FM Rock Island, Ill.—Granted cp to increase ERP to 39 kw, increase ant. height to 900 ft., change trans. location, install new type trans. and new ant. and make changes in ant. system.

WBFM (FM) New York, N.Y.—Granted cps to decrease ERP to 9.5 kw, install new trans. and new ant. for main trans; ant. 660 ft. remote control permitted; decrease ERP to 9.5 kw, install new trans. as alternate main trans.; ant. 660 ft.; remote control permitted.

KAJS (FM) Newport Beach, Calif.—Granted cp to replace expired permit for fm station.

KLUB-FM Salt Lake City, Utah—Granted mod. of cp to decrease ERP to 4.8 kw, make changes in trans. equipment and install new ant.; ant. 380 ft. conditions.

KKAR Pomona, Calif.—Granted mod. of cp to change ant.-trans. and main studio location and make changes in ant. system.

KAJS (FM) Newport Beach, Calif.—Granted mod. of cp to change ant.-trans. and studio location, type ant. and make changes in ant. system.

Following stations were granted extensions of completion dates as shown: KCUL Fort Worth, Tex. to May 8; WCHD (FM) Detroit, Mich. to Apr. 25; WCAE-FM Pittsburgh, Pa. to June 30; WASA-FM Havre de Grace, Md. to June 23; KVOR-FM Colorado Springs, Colo. to June 29; KFMX (FM) San Diego, Calif. to Apr. 30; WAVQ(FM) Atlanta, Ga. to May 1.

WRLD-FM Lanett, Ala.—Granted request for cancellation of license; call letters deleted.

Actions of February 10

WOHO Toledo, Ohio—Granted acquisition of control by **Samuel William** and **Sebastian N. Sloan** (family group) through purchase of stock from **Elizabeth M. Weber.**

KARA Albuquerque, N. Mex.—Granted relinquishment of positive control by **Nicholas W. White** through transfer of stock to **John P. Gallagher.**

WFAW (FM) Fort Atkinson, Wis.—Granted assignment of license to **Robert K. Brown** et al. d/b under same name.

KBRK Brookings, S. D.—Granted assignment of license to **Robert J. Reimers** and **Eugene J. Platek** d/b under same name.

WBIR-AM-FM-TV Knoxville, Tenn. — Granted assignment of licenses to **Taft Bcstg. Co.**

WWCH Clarion, Pa.—Granted assignment of cp to **Clarion County Bcstg. Corp.**

WAVC Boaz, Ala.—Granted assignment of cp to Vearl Cicero and Charles K. Sparks d/b under same name.

Granted licenses for the following am stations: WAVC Boaz, Ala., and WMMM Westport, Conn., specify studio location and change type trans.

WEJL Scranton, Pa.—Granted authority to sign-off at 5:45 p.m., EST, during days in April that daylight saving time is in effect, and sign-off at 6 p.m., EST, for period May 1 through Aug. 1.

Actions of February 9

K75AO Point Arena, Calif.—Granted cp to replace permit for tv translator station.

WCWC Ripon, Wis.—Granted cp to install new trans.

WTMJ-FM Milwaukee, Wis.—Granted cp to change frequency to 94.5 mc, and increase ERP to 4.6 kw.

WIZZ Streator, Ill.—Granted cp to make changes in DA pattern.

WKRK, KE-2507 Murphy, N.C.—Granted assignment of licenses to **Childress Bcstg. Corp. of Murphy.**

WDIA-FM Memphis, Tenn.—Granted mod. of cp to change type trans., type ant. and make changes in ant. system; condition.

KWIX (FM) St. Louis, Mo.—Granted mod. of cp to change type trans, increase ERP to 25.5 kw, and make changes in ant. system.

WCSC-FM Charleston, S.C.—Granted mod. of cp to decrease ERP to 50 kw.

KPFK Los Angeles, Calif.—Granted mod. of cp to change type trans.; condition.

KTXT-TV Lubbock, Tex.—Granted extension of completion date to July 21.

Actions of February 8

KYTE Pocatello, Idaho—Granted relinquishment of control by **Thomas R. Becker** through sale of stock by **Thomas R.** and **Andrew H. Becker** to **Francis J. Riordan.**

KBBB Borger, Tex.—Granted assignment of license to **Robert M.** and **Dixie Dice Watson** and **Ford Robertson.**

WMNE Menomonie, Wis.—Granted authority to sign-off at 6 p.m., Mon. through Sat., and sign-off at 4:10 p.m. Sun. for period beginning March 1 and ending Sept. 30.

PETITIONS FOR RULEMAKING FILED

Western Michigan University, Kalamazoo, Mich.—Requests amendment of rules to change educational reservation at Kalamazoo, Mich., from ch. 74 to ch. 46.

KNOT Prescott, Ariz.—Requests allocation of ch. 7 to Prescott, Ariz.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

850 kc

New, Langley Prairie, B.C.—1, DA-2, unl. II.

930 kc

CJCA Edmonton, Alta.—10 kw D, 5 kw N, DA-N, unl. III.

CFBC St. John, N.B.—10 kw D, 5 kw N, DA-2, unl. III. (No change in night operation.) (PO: 930 kc, 5 kw, DA-1.)

1050 kc

CKSB St. Boniface, Man.—10, DA-N, unl. II.

1060 kc

CJLR Sillery (Quebec), P.Q.—5, DA-1, unl. II.

1150 kc

CKX Brandon, Man.—10 kw D, 1 kw N, ND, unl. III. (PO: 1150 kc, 5 kw D, 1 kw N, ND.)

1240 kc

CFLM La Tuque, P.Q.—1 kw D, 0.25 kw N, ND, unl. IV.

1250 kc

CKSB St. Boniface, Man.—1, DA-1, unl. III.

1370 kc

New, Abbotsford, B.C.—1, DA-1, unl. III.

1450 kc

CHEF Granby, P.Q.—1 kwD, 0.25 kw N, ND, unl. IV.

1470 kc

CHOW Welland, Ont.—1 kw D, 0.5 kw N, DA-2, unl. III. (PO: 1470 kc, 0.5 kw, DA-D.)

1550 kc

New, Calgary, Alta.—10, DA-1, unl. II.

1600 kc

New, Duncan, B.C.—1, DA-1, unl. III.

550 kc

CHLN Three Rivers, P.Q.—10 kw D, 5 kw N, DA-2, unl. III. (PO: 550 kc, 5 kw, DA-2.)

680 kc

CHLO St. Thomas, Ont.—10 kw D, 1 kw N, DA-2, unl. II. (Station remaining 680 kc, 1 kw, DA-1.)

1090 kc

CHEC Lethbridge, Alta.—5 kw, DA-2, unl. II.

License Renewals

Following stations were granted renewal of license: KOMO Seattle, Wash.; KFAR Fairbanks, Alaska; KLAD Klamath Falls, Ore.; KLBM LaGrande, Ore.; KNBX Kirkland, Wash.; KODL The Dalles, Ore.; KOZI Chelan, Wash.; KQDE Benton, Wash.; KPIC (TV) Roseburg, Ore.; KHVH-TV Honolulu, Hawaii; KULE & aux., Ephrata, Wash.; KAGO Klamath Falls, Ore.; KQTY Everett, Wash.; KWIQ Moses Lake, Wash.; KBZY Salem, Ore.; KLOO Corvallis, Ore.

Employment Service

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Engineers
- Disk Jockeys
- Copywriters
- News Directors
- Salesmen

Free registration—Confidential

Professional Placement

458 Peachtree Arcade
Atlanta, Ga.

Sam Eckstein JA 5-4841

Here is how a representative of your station can be awarded a *Trip to Europe*

to inspect the broadcasting facilities of Radio Free Europe through the

CRUSADE FOR FREEDOM'S

RFE INSPECTION TRIP AWARDS PROGRAM

America's radio and television broadcasting stations may again participate in a challenging way in the Crusade for Freedom's 1960 Truth Broadcast Program, sponsored in cooperation with The Advertising Council and the National Association of Broadcasters.

It includes four inspection trips to Munich, Lisbon and Berlin as special awards for the four best individual station promotions of the Truth Broadcast Program.

For many years Radio Free Europe has concentrated on telling the truth through the broadcasts of trusted exiles to the captive people behind the Iron Curtain. Now the Crusade for Freedom, which supports Radio Free Europe, is offering an opportunity for the American people to prepare messages of truth and hope to be broadcast to the people behind the Iron Curtain.

A trip to Europe will be awarded to the station managers (or staff persons named by them) of two radio stations and two television stations for the best promotional effort to generate entries in the Truth Broadcast Program.

Stations will be divided into four categories from which the four winners will be picked:

1. Radio stations of under 10,000 watts.
2. Radio stations of 10,000 watts or more.
3. TV stations located in cities with populations of under 500,000.
4. TV stations located in cities with populations of 500,000 or more.

The station selected as the winner from each category may delegate one representative to join with other prominent American leaders in Crusade for Freedom's annual 10-day inspection trip by plane to Radio Free Europe's Munich headquarters in October 1960. The personal, on-the-ground expenses are paid by the participants and, for a 10-day trip, will probably not exceed $200, depending of course on gift shopping expenses.

Each radio and television station submitting a report of its Truth Broadcast promotion will receive a special Crusade for Freedom—Radio Free Europe award.

For further information, wire, phone or write:

DEAN FRITCHEN, THE ADVERTISING COUNCIL, INC., 25 W. 45TH ST., NEW YORK 36, N.Y.; JUDSON 2-1520

OUR RESPECTS TO...

Peter George Levathes

Twelve years ago this month—Feb. 16, 1948, to be exact—television's daily network newscast made its debut on a hookup of five East Coast NBC-TV affiliates. It was named *Camel Newsreel Theatre;* sponsored by R.J. Reynolds Tobacco Co.; produced by Twentieth Century-Fox Movietone News division. It was created, sold and supervised by Peter Levathes, then sales manager of short subjects, newsfilm and that new thing called television for the motion picture company.

In less than a year this pioneer tv news show had been lengthened to 15 minutes a day, renamed *Camel News Caravan* and had its scope extended from five to 22 stations. (Before it left the air after a run of more than seven years it was seen regularly on 90 stations coast-to-coast.)

Caravan to Crusade • Its creator, today president of 20th Century-Fox Television, has also grown with television. The growth has taken him in a number of unexpected directions. His second major tv project, turning Dwight D. Eisenhower's best-selling book, *Crusade in Europe,* into a tv film series of 26 half-hour installments, led to his taking a leave of absence from his job to serve as tv consultant to Citizens for Eisenhower during the entire 1952 presidential campaign.

During the campaign Mr. Levathes became well acquainted with Sigurd Larmon, chairman of Citizens for Eisenhower, with the result that at campaign's end, instead of returning to 20th Century-Fox, he went to work for Young & Rubicam, also headed by Mr. Larmon. His title was vice president and general executive. His job, he recalls, was to keep his eyes open and do whatever he saw needed doing. His vision and his follow-through were so accurate that a year later he was named head of the agency's media department, largest in the business, with a staff of 70. He spent some $225 million a year buying time and space for Y&R clients.

How to Spend • "Here, I learned the strategy of spending advertising money," Mr. Levathes said, commenting that it is a "process fully as complicated as the logistics for a major military campaign." Here, too, he found himself up to his ears in television. Young & Rubicam was the number one agency spender for this medium and during the years from 1954 to 1957 its time purchases zoomed from $45 million to $84 million.

On Jan. 1, 1958, Y&R realigned its functional structure, combining tv media and programming operations into a single department. Peter Levathes was put in charge of this new unit, responsible for planning programming as well as media strategy and for purchasing tv programs as well as time, activities that by then accounted for about half of all money the agency was expending for its various accounts.

Mr. Levathes enjoyed getting back into programming again, but as months went by he began to chafe under the restrictions of his agency role. Being a buyer had many advantages and privileges, but he wanted to have a more direct hand in making programs than was possible at Y&R. So, on Oct. 25, 1959, Mr. Levathes returned to 20th Century-Fox as president of its tv division.

Better Balance • For the coming season, he foresees a better balance in tv programming, with more comedy shows and fewer programs featuring crime and violence. "Advertisers and networks are reacting to public opinion, as they should. I think the family type of show has a better chance than ever before." Accordingly, his company's pilots for next season include four situation comedies as well as two new adventure series.

Rising tv costs will inevitably change the present pattern of tv advertising, Mr. Levathes believes. "Five years from now we'll very likely have a system where program time will be predetermined by the network and the advertiser will buy a position in the schedule. I don't think 'magazine concept' is a very apt analogy; perhaps 'run-of-schedule' comes closer to it.

"No one particularly wants to go to this new pattern, but no one has come up with any feasible plan for preventing its occurrence. Like it or not, the hard fact is that it's becoming uneconomic for advertisers to assume full sponsorship of programs any more. To sponsor a half-hour program every other week costs about $3 million a year. Because of the high risk of backing the wrong show, most advertisers are already diversifying. Even if they have $5 million or more to spend, they're more apt to buy alternate broadcasts of two series than to buy one exclusively."

20TH-FOX' LEVATHES
More comedy, less crime

To the Movies Born • It could honestly be said that Peter George Levathes was born into motion pictures. At the time of his birth (July 28, 1911) his father owned a movie theatre in Pittsburgh, which he sold shortly afterwards and moved his family to Washington, D.C., with no movie connections. There Mr. Levathes spent his boyhood and there he returned in 1933 after earning a B.S. from Harvard (where he took a pre-med course). Four years later he had added a master's degree in Romance languages (from George Washington U.) and a law degree (from Georgetown U.).

Mr. Levathes had planned on joining a Washington law firm. But the day after he was admitted to the bar, the firm had a call from a client in New York who wanted a bright young man to assist him. So he went to work for Spyros Skouras, then president of National Theatres, a subsidiary of 20th Century-Fox.

After the war, which he spent as a member of the FBI and about which he has little to say except that his language education "came in handy" in counter-espionage work in Latin America, he returned to 20th-Fox. Came television and the rest is history.

In 1938 Mr. Levathes married Christine Chakeras, whose family was in the theatre business in Ohio. With their two youngsters, Peter Jr., 14, and Louise, 11, they live in a Manhattan apartment during the week and a house in Westport, Conn. on weekends. "I hate commuting," he says, "particularly the Hollywood-to-New York commuting I'm doing these days."

Reading and listening to music are major hobbies. He's a hi-fi bug and assembled his own rig. His New York clubs are Union League and Salamagundi. He also belongs to Radio & Television Executives Society.

End of feudalism

WE HAVE been around broadcasting long enough to understand how a Jack Paar incident can happen.

It can happen because there has been no clear answer to the question: Who's boss?

In the past six months there has been a gradual effort by television management to settle that question. Management has been asserting its authority in situations which it would have treated with timidity at this time last year.

But it is an uphill effort, as the Paar incident showed. In no other business could so trivial a dispute between employer and employe be blown into national prominence. Management is not at an advantage when a performer can go before an audience of millions to complain of censorship because he has been deprived of the chance to tell a dirty joke.

Yet the movement toward management control must be continued if broadcasting is not to be permanently at the mercy of talent whims or talent abuses.

Most of the unhappy incidents of the past six months can be traced to fragmentization of control. The quiz scandals occurred because quiz programs had become feudal enclaves, almost untouched by higher authority. Payola existed because disc jockeys were in a position to operate with virtual autonomy.

It will be difficult for broadcast management, especially network management, to work its way into a position of control that talent will respect. It was not easy for NBC to risk the loss of Mr. Paar or of the $15 million annual billings that his show is bringing in. Yet NBC must be respected for having risked them. And the network will gain still more respect if it continues to keep firm and wise editorial control over Mr. Paar's future performances.

No Canadian capers

SINCE the community antenna industry has advised Congress that is has no objection to regulation by the FCC, our government would benefit in reviewing what our good neighbor, Canada, has done to cope with its catv problem.

Canada has handled the problem simply and forthrightly. Its regulations are designed to protect the broadcaster. It is all set out in a document issued last September by the Department of Transport, which controls telecommunications but does not directly regulate broadcasting.

First, catv operators in Canada must procure a license. And before the authorization for a radio relay, the Department of Transport must seek the advice of the Board of Broadcast Governors (Canada's new counterpart of the FCC) "on the effect, if any, on television broadcasting."

Then this language:

"The license authorizing the microwave relay would become void if a television service were to be provided to the area."

This is sensible and reasonable. Several stations in our sparsely-populated West have gone under because they could not compete with cable systems. Others are teetering on the brink.

Both Congress and the FCC in their current consideration of the catv problem, will find it advantageous to give serious thought to the Canadian control policy. Even the National Community Television Assn., which is now on the record in favor of regulation, might regard the Canadian plan as fair and equitable.

Solon broadcasters

LAST week we published our annual report of members of Congress identified with ownership or operation of broadcasting stations. There are 30 legislators—13 senators and 17 representatives—who have interests in commercial or non-commercial, educational stations, either in their own names or through their families.

A decade ago there were a dozen.

The current list does not include former commentators or newsmen who won public office largely because of their air exposure, but who do not own financial interests in stations.

This active interest, whether in commercial or educational outlets, is healthy. There is nothing in the law to preclude such holdings. Nor should there be. Otherwise it would make of these legislators a sort of second-class citizenry.

We haven't seen a recent analysis of congressional holdings in newspapers or magazines. We know of several, offhand. Before the emergence of broadcasting, there were a substantial number of publisher-legislators. The transition from newspapers to stations is in tempo with the trend of newspaper ownership of stations. Both are journalistic pursuits.

Members of Congress who are familiar with the inside of broadcasting, notably in commercial operations, know the fallacy of the popular notion that a license means huge automatic profits. They know that the current goings-on over payola and advertising excesses apply to an infinitesimal percentage of licensees and their employes.

The trouble is that these very legislators seem to avoid participation in any of the debates or proceedings involving radio, television or advertising. They know about the problems of station operators at first hand. There is no reason for them to be gun-shy.

Legislator-broadcasters should speak up in defense of their fellow broadcasters, especially in these troubled times. They should torpedo the half-truths and the slurs. They should not regard such actions as self-serving. On the contrary, they would be fulfilling their sworn duties by providing their colleagues and the public with the facts gleaned from their own depths of knowledge.

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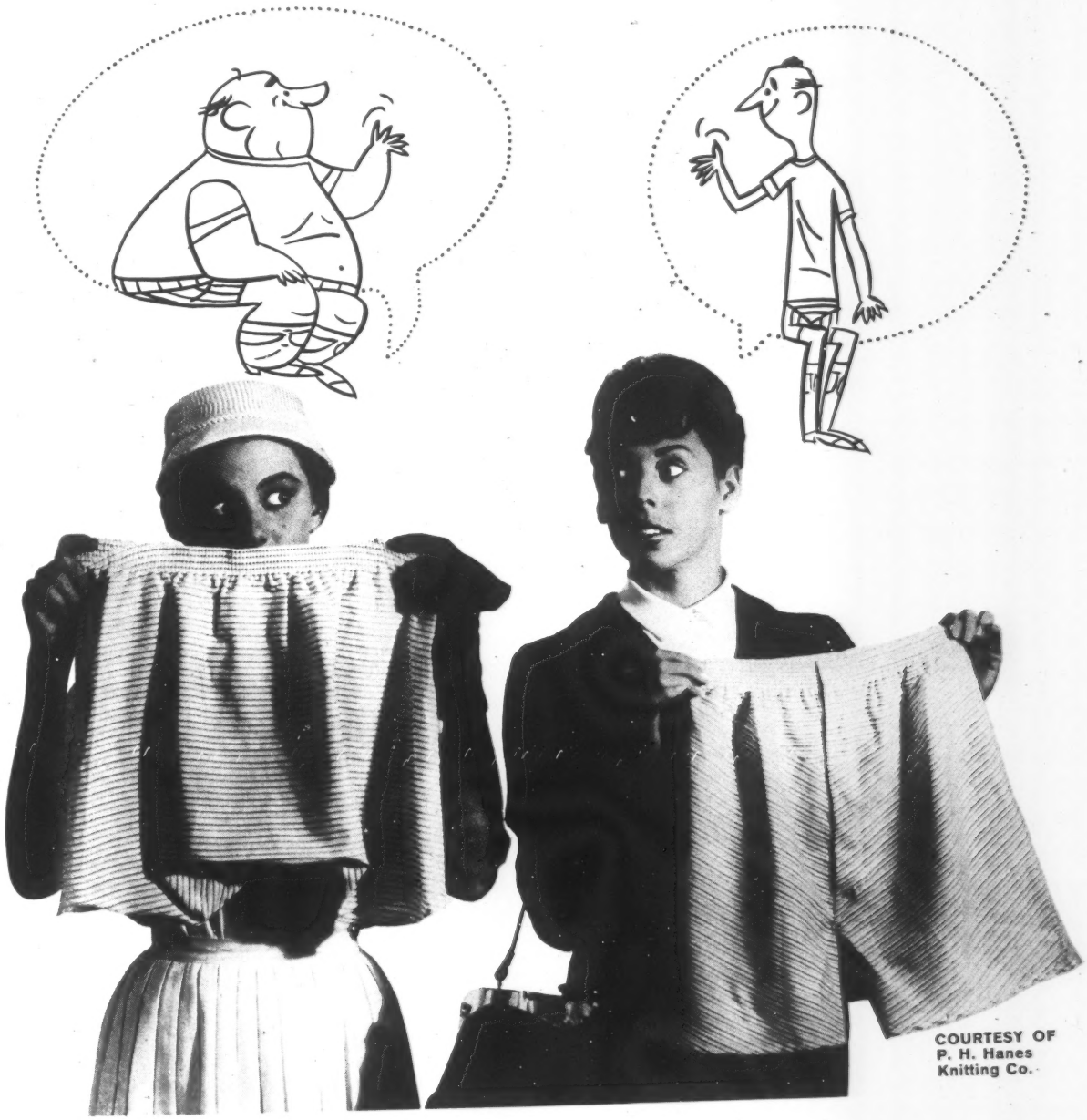

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